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*The International Shoe and Leather Weekly*



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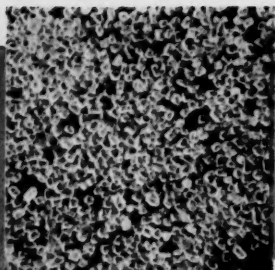


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# LEATHER and SHOES

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December 6, 1952

LEATHER and SHOES

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# BEN GOLD STARTS TO SWEAT

## *The Justice Department is questioning his non-commie affidavit*

**B**EN GOLD, leader of the leftwing International Fur & Leather Workers Union, is starting to sweat. He was recently subpoenaed before the federal grand jury in New York in regard to his signing the non-communist affidavit as required by the Taft-Hartley law for his union to qualify for bargaining rights with the National Labor Relations Board.

Gold "resigned" from the Communist party about 16 months ago. But now the federal grand jury has made it clear that it doesn't believe Gold is any less a Communist now than he was before his "resignation." The jury has urged that the NLRB revoke its certification of Gold's IFLWU, along with those of several other leftwing unions whose leaders also signed non-communist affidavits which are under suspicion as being false.

### **FBI Steps In**

But what's making Gold sweat even more than the grand jury's recommendation is that the FBI of the Justice Department is continuing its investigation to determine whether Gold and other suspected union leaders have violated federal conspiracy and perjury laws. There are about 100 such union labor officials on the suspect list. Gold is very high on the list. If found guilty of fraud or perjury in this instance, Gold and the others stand to face a maximum sentence of 10 years imprisonment and \$10,000 fine.

The grand jury states that a number of the union officials which it recently subpoenaed "have long histories of communist activity and membership, in some instances on the top level of the party." Gold certainly belongs to this group. Prior to his party "resignation" he was a Communist for 30 years. He was born in Russia in 1898. He was for years a high-ranking member of the U. S. Communist Party—reported to be a charter member and at one time a national committeeman. In 1932

### **LandS Editorial**

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1½¢ each.

he ran for the office of Justice of the Supreme Court (!) of the First Judicial District of New York, on the Communist Party ticket.

Gold, before the grand jury, refused to answer whether his sworn statements on the non-communist affidavit were true or false—claiming the usual, that the answer might tend to incriminate him, and invoking the Fifth Amendment.

The grand jury, in its report, states, "The only possible conclusion is that the filing of these affidavits was a subterfuge."

The Department of Justice will shortly declare officially, when its investigation is completed, whether Gold is guilty of fraud and subterfuge in his signing of the non-commie affidavit. However, right now it's interesting to recall Gold's "farewell address" to the Communist Party upon his resignation. Here are some of his statements:

"As a member of the Communist Party for 30 years, I found the thinking of the members of the Communist Party, its program and activities, determined by one and only one burning desire—to serve the best interests of labor and the people . . . and to build up an economically secure, politically free, united, democratic and peaceful America . . .

"I have resigned from the Communist Party, but I do not give up my belief in true democracy. I have complied with the Taft-Hartley law as directed by my union, but I shall continue to fight for repeal of this slave labor law . . .

"I belonged to the Communist Party because I have known it to be the working class party in America. The monopolists, bankers and prof-

iteers have their own political parties which control the government.

"According to the Taft-Hartley law, officers and leaders of trade unions are denied the right to belong to the party of their own working class . . .

"Our union is now compelled to comply with this law in order to defend our organization."

To us, this hardly sounds like any genuine resignation—any genuine disclaim or break with former Communist affiliation. He was "resigned" from the Communist Party, but he doesn't give up his belief in "true democracy." The Commie brand of "true democracy?"

### **Denial Comes First**

How long did the Communists believe that America's gullibility would last? Former Secretary of Labor Schwollenbach, certainly no "reactionary Red-baiter," stated, "One of the first things a Communist learns is always to deny that he is one."

And there's good reason for this, because every loyal Communist lives by the gospel of red-god Lenin, who urged Communists "to practice trickery, to employ cunning, and to resort to illegal methods—sometimes even to conceal the truth," in order to gain their objectives.

This same Ben Gold is he who declared before the investigating House subcommittee that he would "never" bear arms for the U. S. in a war against Russia. He is the same Gold who hailed the anniversary of Stalin with a message directly to Joe:

"We know that in the world's first socialist country, there will be no unemployment, no exploitation or oppression of people or nations. . . Long live the glorious Red Army and the heroic Soviet peoples. Long live the Union of Socialist Soviet Republics and its great leader, Generalissimo Joseph Stalin."

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*or the body's  
full weight . . .*



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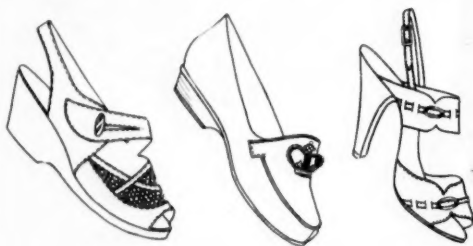
# Stylescope

SHOE FASHION NEWS AND TRENDS

**Brevitt types strong for early Spring.** Outstanding note in women's casual field are two-toned shoes on this styling idea. Although nothing new, large demand and positive consumer acceptance gives them top importance. Suede uppers, leather platforms and bindings. Best colors are grey with red, green with suntan, and benedictine with smoke.

**For Spring, 14/8 wedge replacing 12/8 wedge.** Still good are 17/8's. Wide open toes on these casuals for warm weather wear. Meshes strong in this category. Strip sandals in draped patterns. Best colors are butternut, Mexican multis and brown ombres.

**New buckle and ornament ideas for coming season.** Foremost among these are those on coronation theme. Pictured in center is crown, fashioned after royal crown of



England, which is destined to have strong consumer appeal when timed for coronation of Queen Elizabeth next June. These motifs good in casual field, as well as in dress field. At left, is new stud effect ornament. Good on casuals and on Brevitt types. At right, circular gold ornaments, add smart effect to asymmetrical patterns. These buckles and ornaments by E. E. Weller Co., Providence, R. I., manufacturer of shoe ornaments.

**New light shades and honeyed browns have fresh importance.** Light colors, called "sand," "sea sand," "canyon sand," etc. expected to emerge into fashion spotlight. These being used in women's casuals, in flatie and play shoe types, and most surprising of all—in men's casuals. One leading manufacturer of men's style shoes has been receiving unusual buyer response to casual style in this color.

**Men's casuals go all out in colorful styles.** Men's shoe industry has reached the millennium. At last the long tried slogan of "take the blankets off your feet" for Spring and Summer is taking hold with male consumers. Demand for

special light, airy, comfortable shoes for Spring and Summer is so positive that men's shoe industry is all set for a heyday.

**Light toned leathers lead men's fashion parade.** Honey-toned browns, introduced last season, now forging ahead. Good in tassel loafers, slippers. Most surprising note, as mentioned above, is interest in off-white shades, described as sand. These look exceptionally good especially when trimmed with one of honey-toned browns. Being made up in styles featuring crepe type soles which are another leading factor in casual picture.

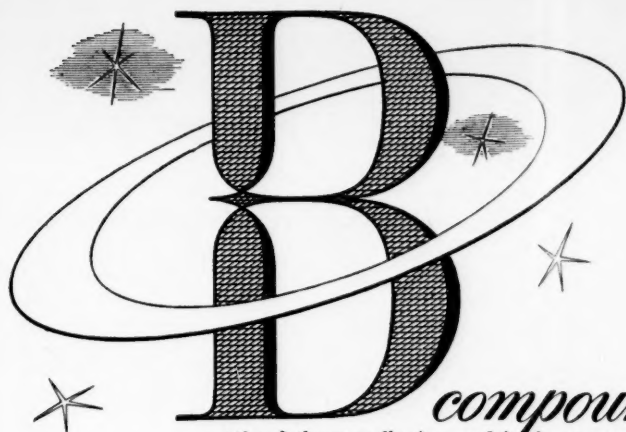
**English shoe trade proceeding with caution on coronation designs.** Whole of British Empire, and to lesser extent, most of Western world, giving fashion a new twist with this theme. Many ideas have been forthcoming for some time now. However, English are trying to temper designs with reality.

**Element of timeliness being watched so as not to be too restrictive.** In other words, emphasis being placed on elegance of line and flow of color, rather than on tricky faddishness, which will lose appeal quickly. British shoe trade shying away from gimmicks to bring out coronation theme. Doesn't believe in taking last year's style and simply adding novelty trim which would limit styling.

**Britain believes in evolving a true fashion for the coronation.** This means using authentic coronation colors, logically. For instance, new emphasis is being placed on coronation purple. This color is new, is authentic, goes well with many clothing colors such as black, grey, taupe, beige, green and pastel shades such as lavender, pale blue and pink. Emphasis is also being placed on gracefulness of line in women's clothing and shoes. This is logical result of reign of Queen which places greater stress on femininity. Smooth, tasteful silhouette important.

**American shoe designers would do well to take cue from England.** Coronation theme can be important in this country, making for extra sales, or can be flop. Much sentiment in this country towards the coming coronation and Queen Elizabeth herself. If styles are designed which have true feeling of fashion, such as explained above, rather than flavor of faddishness, a very important factor can be introduced into American design which will account for healthy sales volume.

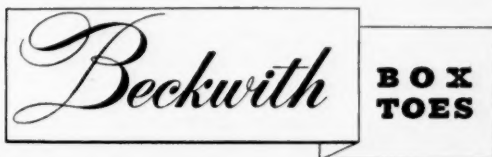
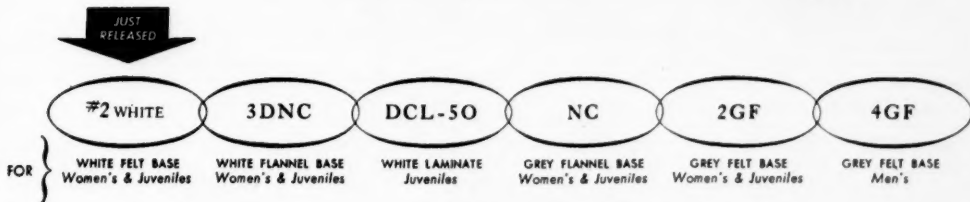
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# FORCES INFLUENCING SHOE FASHIONS

*Here are 9 active elements affecting shoe style trends of tomorrow*

**T**HERE is a powerful undercurrent of changing conditions that may well be setting the stage for a revolution in footwear fashions. While style changes are constant in shoe business, these changes are usually slow and small, season to season. The style changes in the near future, however, will likely be faster and more pronounced.

There are some 10 major forces—sociological, psychological and economic—that are now bearing strong influence to hasten the pace of shoe style changes, as well as all clothing fashions.

**Population Shifts:** Since war's end there has been a steady migration of population to warmer climate states—California, Florida, Texas. Industries have sprouted in these states to absorb this population. Moreover, the trend is expected to continue. Most other parts of the country have shown less rapid growth, and in some cases population losses.

## **Trend to Casuals**

This signifies a gradual trend toward more colorful, casual-type footwear for men, women, children; for high color and summer shades; for cooler, lighter footwear; for outdoor-living footwear; less toward "formalized" fashions as are commonplace in the large, Eastern metropolitan areas.

**Income-Employment:** Current employment is around 64,000,000. Just five years ago the goal of 60,000,000 employed was called "idealistic." Moreover, employment in most instances is seen as a constant factor as against the boom-bust periods of the past. And today we have powerful buffers against unemployment, such as unemployment compensation. Incomes continue to reach new peaks, year after year. Even a mild reduction in inflation, along with mild tax reductions, can pour a new flood of spending money into consumer hands.

The significance to footwear fashion trends is this: steady employ-

ment and high level incomes create gradual shifts in consumer tastes, such as a trend toward better quality merchandise. More significantly, the ability to buy a greater variety of shoes. Thus when the "staple" types are purchased, there is still room (and funds) for extra pairage consisting of special-occasion or leisure footwear. This trend has been in the making in women's shoes for the past 15 years. In the mid-thirties women's per capita consumption was about 3.30 pairs, while today it's 3.80. In the past seven years, misses' and children's shoes have shown a per capita pairage gain of 1½ pairs, a stupendous increase. Much of that extra pairage consists of "fashion" items. For example, note the importance of mesh types in children's footwear today—certainly not a "staple" shoe.

**Increased Leisure Time:** A constant shift toward the shorter working week—already below 40 hours in many instances—without lowering of incomes. The rapid trend toward longer vacations—three and four weeks.

Leisure presages fashion changes in all articles of clothing simply because living habits are influenced. Most important, however, is how this increased leisure time is spent. Vacationing means playtime footwear—colorful and casual footwear. Or, in metropolitan areas it may evolve into increased social activities, with a wider variety of special-occasion shoes.

**Trend To Home Living:** This is regarded by sociologists as a highly significant and positive trend. Chief influences are (1) TV; (2) vastly increased ownership of homes—some 65 percent of all families now own their own homes; (3) modern home conveniences, resulting in more incentive toward stay-at-home living; (4) suburban living; (5) more entertaining at home.

This will obviously open a fertile field for specialized "at-home" footwear. Not the antiquated "comfort

shoe" or house slipper, but a distinctive field of fashion. And not the use of street shoes indoors, or street styles "adapted" for indoor use. This calls for a wholly fresh approach to shoe styling—with fine opportunities to cash in on it.

**Sports:** Either active or participant sports—both have skyrocketed in public interest. In active sports special footwear, of course, is worn. Though in some sports—hunting, for example—"regular" footwear is often made to do. The shocker comes in spectator sports, particularly outdoor sports, where nearly 100 percent of the footwear worn is ordinary street footwear while the rest of the costume is often specially designed for the sports event, such as at football games. A wide open field for some imaginative shoe styling—followed up with effective merchandising and consumer "education."

## **Record Teen-Age Crop**

**More Young Folks:** The birth boom started a decade ago, hasn't toned down yet. This denotes a vast population presently between ages 1 and 10, and will soon create the greatest teen-age crop in U. S. history. Producers of juvenile footwear have already cashed in on the baby boom. The next boom will be footwear for the teen-agers. What kind of shoes? Surely different from the present or last crop, for each generation sprouts with new tastes. One thing sure: it means an important new field of styling.

**More Older People:** A half century ago the number of men and women over 60 years of age in the U. S. was only 6,200,000. Twenty years ago it amounted to 10,400,000. Today, it's 23,500,000, or four times that of 1910. And it's still rising rapidly.

**School Population:** As the current and continuing huge child crop moves into the teen-age range it will mean bulging attendance in high schools and colleges over the next few years.

*(Concluded on Page 35)*

Q

*What will be fashion's  
most important colors in  
patent leather for Spring?*

*Actual sales to makers of high fashion footwear indicate  
that these will be the key fashion shades in a big patent season:*

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# PUTTING THE "SELL" IN LEATHER\*

*Streamlined merchandising is replacing over-the-counter selling. Study the needs of your customer — and your customer's customer.*

By William A. Rossi

Editor

Leather And Shoes

The biggest, most important job facing every leather manufacturer now is:

(1) To create *identification* for his product.

(2) To *merchandise* that identification.

We're not talking now of a cooperative merchandising program for the leather industry as a whole. We're talking about the big job that needs to be done by the tanners *individually*. The tanning industry's promotional program — Leather Industries of America, Inc. — is doing the job cut out for it: to put leather and the leather industry back into the ball game.

This program, however, isn't intended to sell a nickel's worth of *your* leather. It isn't intended to create identification for *your own* company or increase sales of *your own* leathers. That vital merchandising job is being left, as it should, to each tanner individually.

Unfortunately, that job isn't being done effectively by many tanners. On the good side, however, it means there's a wonderful opportunity waiting to be embraced.

Merchandising in its full modern sense has not been put to work by the average tanner; it hasn't been given chance to demonstrate its power and deliver the goods — simply, to create product identification and build sales.

The average tanner has spent much time and effort manufacturing his product and not enough time *selling* it. The increasing complexity of plant operation, the "market," the balance of costs and prices, has made

a stepchild out of his merchandising program.

One thing now stands sure as death and taxes. The day of selling via "offerings" is rapidly dying. This never was selling in its real sense. It was—and is—sheer trading. When a type and grade of leather is "offered" for a price, the deal becomes a transaction. It certainly doesn't involve merchandising, and frequently doesn't involve selling.

## Creative Selling Needed

The tanner's great need—and his great opportunity—is *creative selling*. In short, modern merchandising—of his company, his product, his services. Creative selling begins where "trading" ends. The "trading" era (as we'll attempt to demonstrate shortly) is over the hill.

The leather maker's traditional emphasis on conducting his business by "trading" and transaction rather than by modern merchandising and selling is a natural outgrowth of his historic position. The tanner has always worked behind the "front lines" of merchandising. These front lines have been occupied by the manufacturers and retailers of shoes and other leather products. As with a military force, the tanner has been at the supply depot in rear echelon. His job is vital, but he has remained outside of the actual battlefield.

But that type of military operation is gone. Today, military supply lines are highly mobile and forward. Mechanized warfare has brought about swift movements of masses of men and equipment. Result: *supply forces must be up front and move as swiftly*

*as the fighting forces in the actual battle area.*

This is the new position of the tanner today. He's got to come up front where the merchandising is done. He now must become a member of the front-line fighting forces by utilizing an arsenal of merchandising weapons of his own.

Here is Colonel Johnson, president of Botany Worsted Mills, speaking, "To me, selling has always been the sparkplug of business. I don't care how good a product you make, nor how much of it you make. Unless you are able to sell it and merchandise it, you are just going to be out of luck. It is just so much inventory."

This is significant. Botany Mills, like any tanner, is a basic producer, not a fabricator. It makes finished woolens and other textiles which it sells to clothing manufacturers—just as a tanner makes finished leather to sell to the shoe manufacturer. Yet Botany has recognized that its job is far more than producing a good product. It has had to sell and merchandise that product. Has it succeeded? Who doesn't know the name "Botany" today?

Many if not most tanners have always resigned themselves to riding the fickle wave of the business economy of the moment. If general leather demand is strong, the tanner's business is good—and vice versa. When demand is slow and low, not only are sales off but profits shrink or disappear because the tanner is victim of bargaining against his already soft prices. He is "victim" because he created and devel-

(Continued on Page 37)

\*Talk given before Wisconsin Tanners Production Club, Milwaukee, Dec. 5.

# Serving Tanners

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You get it by means of an entirely new pad construction which provides better overall contact with heaviest pressure where it's needed — over the insole. Pressure capacity is 50% greater than attainable previously and degree of pressure can be readily adjusted by the operator to provide the proper conditions for the work being processed.

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# Production, Quality or Maintenance



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*News about*

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**Biggest story at Popular Price Shoe Show turned out to be prices as anticipated.** Shoe manufacturers have been considering price increase for weeks, postponed action for two big reasons.

**First is threat of reconrol by Office of Price Stabilization.** Manufacturers know that OPS officials keeping sharp eye on hide and skin, leather and shoe prices. Most spectacular price boosts have taken place in hides and skins but shoemen well aware Government will freeze entire industry if it reconrols hides. Result is, shoemen have been hesitant to announce increases, well justified by recent upsurge of leather prices.

**Second is possible effect of shoe price increases upon both shoe retailers and consumers.** Shoe industry banking on one of most active spring seasons in many a year come 1953. Manufacturers know a busy spring could save what might otherwise prove another mediocre sales year. Thus, if factory price increases on shoes should scare away many retailers or lead to substantial hikes at retail level, much of spring volume might be lost.

**Now leather costs have forced most men's shoe manufacturers and makers of high grade women's shoes to up lists average of 4-7%.** As usual, action by International Shoe Co., which at first denied coming price boosts, in raising lists about 4% started ball rolling. Once International admitted new prices, other manufacturers quick to fall in line. Trend will now sweep through industry.

**Possible seriousness of situation indicated by action of Popular Show sponsors this week in urging OPS not to crack down with reconrol.** Last thing industry wants is ceilings and red tape again. Both New England Shoe and Leather Association and National Association of Shoe Chain Stores realize this well. Thus wires to OPS advising against hasty action, pointing out that inflation in hide and leather prices should not last long. Also that reimposition of ceilings would tend to "postpone if not actually prevent" lowering of rawstock prices.

**So far, most of shoe price boosts are just on paper.** Manufacturers have revised their lists, say they will ask regular customers to pay increases. Many admit, however, that they may have to back down for time being if customers show determined resistance.

**Actually, much of situation depends upon what happens in rawstock.** If higher kill, poorer

quality rawstock (winter take-off) catches up with supply and demand situation, hide prices will fall shortly. Leather will follow. Shoe manufacturers will then be able to stabilize costs somewhat.

**The catch is in labor costs.** Both International Shoe and Brown Shoe Co. have already granted 4% wage hikes. Rest of industry must inevitably follow suit. These are costs which cannot be avoided. Whether manufacturers can absorb them is another story.

**More information comes to light this week on Compo-Moenus deal.** LEATHER AND SHOES interviewed both Horst Apitzsch, director of Moenus, and Charles W. O'Connor, Compo president. Many shoemen have wondered where Compo would get necessary "know-how" to service German-made machines. Apitzsch revealed Moenus will send over German-trained technicians to teach Compo engineers how to use and service foreign machinery.

**This will not completely solve difficulties involved.** For one thing, German shoe machinery engineers have no experience in working their machines into American production lines. This will take some doing. On other hand, American technicians have no experience with German machines. This will take some learning.

**Compo intends to take it slowly, try to work out bugs as they occur.** For example, it will first offer German machines for use only in making flat-lasted shoes. O'Connor says there are several operations here in which Moenus machines may be used. Once this is worked out, machines will then be offered for other types shoes, one type at a time. Thus company will give itself a chance to catch up on necessary "know-how."

**Problem of financing still undecided.** Project will be financed to tune of several million dollars. Compo reports several large banking firms already bidding to lend money. Also, Government has indicated interest in supplying cash needed.

**No decision as yet on how Moenus machines will be handled.** Compo has choice of outright sale, rental with option to buy, or lease. Chances are combination or two or more methods. Also, question is whether Moenus will send fully-assembled machines here or just parts. This will be determined by tariff situation. If Republican administration raises tariffs, Compo will probably receive parts, assemble them, eventually manufacture them entirely under license.

# PRICE BOOSTS RULE POPULAR SHOW

## INCREASES RESULT IN BUYING SLOWDOWN

### *But Spring Sales Seen At High Level*

Interest at the Popular Price Shoe Show in New York, pivoted on one principal point: price boosts, both actual and prospective. A substantial number of shoe manufacturers announced price raises at the Show, while others stated that they were hovering close to the decision to increase prices.

It was chiefly in the men's branch, both for dress and work shoes, where the price rises were evident. The next group was in the higher grade women's shoes. Most of the other lines showed no change.

Biggest news in this respect was the four percent general price increase by International Shoe Co., effective Dec. 1. Most price increases amounted to three to five percent, or a range of 15 to 35 cents, depending upon the line.

Chief reason given for the price boosts was the recent rise in leather prices, due in turn to rawstock price rises. Therefore, in types of shoes where substantial leather footage is used, such as in men's, the advances in prices took effect.

### **Other Boosts**

Other leading companies reporting price increases included Nunn-Bush Shoe Co., Milwaukee; John Foote Shoe Co., Brockton; Commonwealth Shoe & Leather Co., Whitman, Mass.; Plymouth Shoe Co., Middleboro, Mass.; and A. Freedman & Sons, Inc., of New Bedford, Mass.

Nunn-Bush increases averaged slightly over four percent while those of A. Freedman & Sons ranged from four to five percent. Commonwealth Shoe reported factory prices on some men's lines were up 20 to 50 cents per pair. John Foote boosts on men's lines ranged from five to seven percent.

The majority of men's shoe manufacturers from the Brockton area have announced hikes from 20 to 55 cents per pair, indicating possible increases of 50 cents to \$1 at retail on spring lines.

Appreciable resistance to these price increases was evident among buyers. Exhibitors expressed belief that a portion of expected sales did

not materialize because of this factor. They are confident, however, that sales will follow after the shopping tours are over.

A gratifying attendance, meeting all expectations, was reported. Actual registrations numbered 3,000, though real attendance was more than double that, estimated at 7,000. Exhibitors and exhibiting space was reported 20 percent above the previous record.

### **Buying Indecisive**

Buying took a peculiar, indecisive form. Some exhibitors reported excellent response, others were a little disappointed. Though this is customary at all shows, it appeared to be more intensified at this one.

Many buyers had come to the PPSSA with more than their customary amount of orders already placed in previous weeks—as high as 50 or 60 percent in some instances. By far, most of the buying action was on novelties and casuals rather than staples.

One of the outstanding features was the mass determination on the part of retailers to bring inventories up to full stock — inventories which had been held at subnormal levels for many months. There were several reasons for this:

First, high confidence in spring shoe business—expected by most to be one of the best in many years.

Second, anxiety about deliveries—about having enough of the right shoes in sufficient sizes at the right time to prevent sales losses which have been experienced in recent months because of inadequate stock.

Third, anxiety about further price increases. For example, the Sundial branch of International Shoe reported a record number of orders on Sunday, the day before its previously announced price boost went into effect.

Fourth, it was generally admitted by buyers and sellers alike that a small element of scare buying was in evidence—scare about prices and deliveries in particular. This, however, was in no sense general feeling. Nor was there any evidence of overbuying.

Peculiarly, buying in general in recent weeks has been so good that exhibiting manufacturers openly express concern. There was some talk of a production slowdown in late Feb.

*(Concluded on Page 22)*

## NEW ENGLAND SHOEMEN HIT PRICE RECONTROL

### *Foote Urges OPS Take No Action*

The New England Shoe and Leather Association of Boston has vigorously protested any proposed action by government agencies to restore maximum ceiling prices on hides, leathers or shoes.

Acting for the Association, President John E. F. Foote yesterday sent the following telegram to both Roger L. Putnam, Economic Stabilization Director, and to Joseph H. Freehill, Acting Director of the Office of Price Stabilization:

"Our Association, representing shoe and leather companies in New England, strongly opposed to any action that may result in reinstitution of maximum prices for hides, leather and shoes. Trade leaders do not feel recent increases in hide prices warrant any such action.

"While increases in calf and kip skin prices are at a level which cannot hold but must recede in near future due to increased use of other lower grade leathers and substitute materials by shoe manufacturers who wish to cooperate with retailers in maintaining existing retail prices, which are still substantially below levels that prevailed for Spring '52 season.

"Actually, restoration of ceiling prices on hides, leathers and shoes will be inflationary, as this action would tend to postpone if not actually prevent lower hide and skin prices with increased supplies, due to heavy slaughter, and poorer grade winter-kill hides and skins.

"Your cooperation in maintaining status quo for our industry important not only to our trade but to entire economy.

"Favorable consideration of this recommendation for no action on recontrols will be appreciated as well as your acknowledgment of this telegram."

### **MORE WAGE HIKES**

A total of approximately 350 employees of the International Shoe Co. and Seal Tanning Co., in Manchester, N. H., will benefit from wage increases of six to eight cents an hour and other contract improvements negotiated with management, according to the International Fur and Leather Workers' Union.

## TANNERS BLAMED FOR SHOE PRICE BOOSTS

### *But Other Factors Seen As Main Causes*

Tanners appear to be the main target of "blame" for the upward movement in shoe prices such as occurred at the Popular Price Shoe Show this week in New York. In almost every instance where shoe manufacturers announced price boosts, the reason, passed on to retailers and buyers, was higher leather prices.

In a press release issued by the PPSSA, it was stated that "shoe manufacturers and retailers have been under price pressure as a result of increasing costs of hides and skins and leather during the past three months. Terming this development 'hard to explain' in view of record slaughter levels and only average retail business, the industry expressed the hope that the crest had been reached in these advances."

### **All to Blame**

LEATHER AND SHOES, however, in further questioning PPSSA officials and spokesmen, along with numerous shoe manufacturers, found their readiness to admit that shoe manufacturers and retailers themselves shared equally in any "blame" for the recent price rises in rawstock and finished leather.

Inventories of shoe manufacturers and retailers had been held at deliberately low levels for months—a reluctance to come into the market to buy at the prevailingly low footwear and leather prices. The rush to market was sudden and on a mass scale, the common plea being "rush delivery."

But what about all the talk of "record slaughter" and consequent heavy supply of hides? Two things. First, while supply has been ample, there has been no excess. Available hides amount to about 21-22 million domestic. We normally might import some 3-5 million more. But we haven't been receiving these because other countries (ironically with U. S. money through MSA funds) have been buying these hides from such sources as Argentina. To make matters worse, we've been exporting about one million hides.

Well, this leaves a net of about 20-21 million hides. Ordinarily this would fill tanners' needs. But not the needs at current rate of demand for leather. For example, 1952 shoe pro-

duction will reach at least 510 million pairs—third highest year on record. That pairage holds a lot of leather consumption.

### **OPS HITS SHOE HIKES**

Thomas L. Karsten, director of consumer soft goods division of OPS, takes a dim view of reported price increases in shoes.

In a statement to this publication sandwiched in between meetings studying reconrol of prices of shoes, he said, "If the reports of price increases by shoe manufacturers are correct, it would appear that these price increases represent a widening of manufacturers' margins rather than increases in cost. Although I am aware that there have been some slight cost increases in the recent past this is all the more significant because shoe manufacturers' prices never declined far enough to reflect fully the decline in hide prices."

"Naturally we are watching closely all price movements of hides and leather and shoes, at the manufacturing and retail levels, and will take whatever action the situation may require."

## STRIKE THREAT VOTED BY BAY STATE WORKERS

### *Georgian Says More Pay Or No Work*

Close to 12,000 shoe workers employed in some 70 Massachusetts shoe factories will go on strike Jan. 1, 1953, if their demands for a wage increase are not met by shoe manufacturers. This is the latest word of Angelo Georgian, territorial representative of the CIO United Shoe Workers of America.

Georgian told some 1,000 assembled union members at a mass meeting held Dec. 1 in Haverhill that a general strike in the Massachusetts area would be called if no agreement was reached with manufacturers.

Members of the Haverhill local then voted to authorize their negotiating committee to call a strike if demands were not met by manufacturers. The union is seeking a 15 percent wage increase, two additional paid holidays and two weeks' paid vacation.

Georgian cited 1952 as a "very healthy" year for shoe manufacturers and, predicting continued good business for 1953, said "We'll get an increase or there'll be no work on Jan. 1."

## LEATHER FOR XMAS ON TV



Irving R. Glass, executive vice-president of the Tanners' Council, who was the guest speaker on the coast-to-coast NBC-TV show, "Mrs. U. S. A.," explains the "Xmas Shopping Idea" display board carrying leather gifts assembled under various price categories to Lee Painton, producer of the show, and Betty Fryman, of the Luggage and Leather Goods Association, while in the control room waiting for the program to go on the air.

### GERMAN TECHNICIANS TO INSTRUCT COMPO SERVICEMEN ON MACHINES

A group of German shoe machinery technicians will shortly arrive in the United States to instruct technicians of Compo Shoe Machinery Corp., Boston, in the use and servicing of shoe machines made by Maschinenfabrik Moenus A. G. of Frankfurt, Germany.

This is the word of Horst Apitzsch, Moenus director, in an exclusive interview with **LEATHER AND SHOES** at the Ritz Carlton Hotel in Boston this week.

Apitzsch and Charles W. O'Connor, Compo president, announced a week ago that their firms had signed an import-export agreement under which Compo would be exclusive distributor of Moenus shoe machines in the United States and Canada. (See **L&S**, Nov. 29 issue).

Apitzsch added that Compo would eventually handle a full line of Moenus machines together with all parts needed to provide a complete instock department for servicing.

First machines to arrive would be semi-automatic with fully automatic machines to be imported at a later date. Among the latter will be a completely automatic Goodyear-type outsole stitcher, according to Apitzsch.

#### Very Good Reception

The German manufacturer said he had visited a number of American shoe manufacturing factories before concluding his agreement with Compo and had found "a very good reception" of his machines. He selected Compo as North American distributor because of its "splendid service organization," he said.

Apitzsch admitted that Compo might eventually manufacture Moenus-designed machines under license in the United States. He said this might be hastened if tariffs here should be increased and make the cost of importing finished Moenus-made machines prohibitive. As it is, the Germany company may send parts here to be assembled by Compo technicians.

Commenting upon the new agreement, Compo president Charles W. O'Connor told **LEATHER AND SHOES** that his company has not yet decided whether it will handle Moenus machinery on a sell outright, option to buy or lease basis. This will be announced shortly.

Compo will handle Moenus machines on a specialized basis, starting with those to be used in making

Bond-Welt or flat-lasted shoes and then working into other type shoes, such as the Goodyear-welt, one at a time. He said that the German machines would first be offered for use in several operations required in making flat-lasted shoes.

#### Allied Products Show Set For March 1-4

The advisory committee of the Allied Shoe Products and Style Exhibit announces that the allied trades group will hold their Fall season showing March 1st to 4th at Hotel Belmont Plaza, in New York City.

Opening day of the exhibit, featuring new styles, products and processes for the advance Fall season, falls two days in advance of the Tanners' Council Fall Leather Opening at the Waldorf Astoria Hotel.

### Shoe Workers' Earnings Up In October

The average weekly earnings of shoe manufacturing workers climbed to \$51.85 in October of this year, according to the Bureau of Labor Statistics.

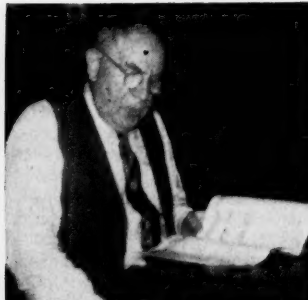
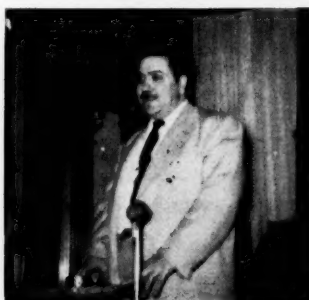
The figure is for leather and leather products workers, but the BLS said this is made up, chiefly, of shoe workers.

The figure is 14 percent above the \$45.31 in the same month a year ago.

At the same time, average weekly hours worked came to 38.9 in October of this year, 10 percent above the total for the same month a year ago.

For all production workers in manufacturing, the average workweek came to 41.5 in October, the highest level for any month in the post-World War II period, and brought average weekly earnings to a new all-time high of \$70.80.)

### HEAD NEW YORK FOREMEN



*Officers of the New York Superintendents' and Foremen's Association, who were elected at the annual meeting held Friday evening, Dec. 5, include, top left, Charles Dinolfo, new president; top right, Joseph Goldsmith, re-elected treasurer for his 37th term; bottom left, Joseph Welsh, re-elected recording secretary for the 11th consecutive year; and bottom right, Dave Levison, re-elected financial secretary for his 32nd term.*

## TOTAL 1952 SHOE OUTPUT MAY REACH 512 MILLION

Shoe production for the 12 months of 1952 may well reach over 512 million pairs—approximately equal to output for 1950—if preliminary estimates of Nov. and Dec. totals hold true, according to the Tanners' Council.

The 512 million pairage figure reached in 1950 was the shoe industry's second best year, production-wise, in its long history. All-time high was recorded back in 1946 when pent-up civilian demand, unleashed by the termination of shoe rationing, led manufacturers to produce a record 529 million pairs.

Basis of the anticipated 512 million pairage for this year is the Council's revised estimate of Oct. production up to 46 million pairs, 13.6 percent above Oct. 1951 figures. Preliminary reports indicate that Nov. also held at high levels with a possible production of 44.5 million pairs, fully 27.6 percent above a year ago when 34,384,000 pairs were made.

This brings output for the first 11 months of 1952 to an estimated total of 471 million pairs or 7.3 percent above the 437,372,000 pairs produced

in the corresponding period of 1951.

Trade expectations are that Dec. output will reach some 41 million pairs, bringing the year's total to the anticipated 512 million pairs.

Production of civilian shoes only is not expected to exceed 504,500,000 pairs since military orders have accounted for close to 7.5 million pairs. In 1950, the industry made two million pairs for the military, making the civilian total pairage at 510 million. In 1946, only three million pairs were turned out for military use.

Although the Council indicates that shoe production for 1952 will be greater than retail sales figures, with output excesses concentrated principally in the last four months of the year, it adds that U. S. population in mid-1952 was 157 million against a population of only 151.7 million at mid-year 1950.

The Council still fears a slump in the near future due to "abnormally high production . . . borrowing from the future." If production during the fourth quarter 1952 reaches an estimated 130 million pairs of civilian shoes, it will be the largest fourth

quarter on record, the highest quarter this year, and the first time that peak production has come in the fourth quarter of the year.

	Est. 10 mos. 1952	10 mos. 1951	Per- cent Change
Men's shoes	84,850	91,187	- 6.9
Youths' and boys' shoes	15,385	12,332	+24.8
Women's shoes	197,658	178,851	+10.5
Misses' and children's	52,451	46,171	+13.6
Infants' and babies'	30,107	28,679	+ 5.0
Other (slippers, etc.)	46,777	45,268	+ 3.3
Total	427,228	402,488	+ 6.1

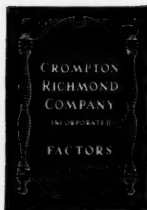
### St. Louis Shoe Output Up 56% In September

Production of footwear in the Eighth Federal Reserve District during Sept. 1952 totaled 8,445,000 pairs, an increase of fully 56 percent over the 5,407,000 pairs produced in Sept. 1951, the Federal Reserve Bank of St. Louis reports.

However, Sept. 1952 output was three percent below the 8,657,000 pairs turned out in Aug. of 1952.

Total production for the first nine months of 1952 amounted to 70,208,000 pairs, a gain of 10 percent over the 63,902,000 pairs reported for the same period a year ago.

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## HIGH SHOE OUTPUT WORRIES SHOE LEADERS

### Slowdown Anticipated For Next Spring

Expanding anxiety about current high rate of shoe production was commonly expressed by manufacturers at the PPSSA in New York this week. "We'll have to pay the fiddler in '53 for the present festivities," was the gist of the comments.

The last quarter of 1952 may set a new record for shoe output in this quarter. January of next year also shows possibility, on the basis of current orders, of setting a new peak in output for that month.

But where the rate of production goes from there is what's causing the concern. Some slowdown is anticipated for the latter part of Feb. and through March. The latter in particular is ordinarily a high output month. But because buying has been much earlier this year, Jan. and early Feb. will receive the high level of output usually reserved for late Feb. and March.

Retail inventories, held low for many months, are now being refueled at a rapid rate. By March, most in-

ventories will be at peak levels, and in many if not most cases will be the highest in a year. This means that further buying (and hence further production) from that point on will depend on the outcome of Easter.

However, an optimistic note was sounded by Julius Schnitzer, head of NPA's leather division, and one of the very few men in the industry who in Jan. of 1952, when the industry was in a deeply pessimistic mood, stated that this year's shoe production "would reach 500 million pairs or a little better." Schnitzer now states that 1953 should reach a wholesome normal of around 490 million pairs.

It is felt that while there may be a Feb.-March dip, the post-Easter recovery will be wholesome. There is confidence that the first six months of 1953 will be a better production score than for the same period of 1952. It is unlikely, however, that the last half will match the phenomenal rate of the last six months of 1952.

The whole answer, of course, hinges on the rate of retail shoe sales. Shoe chains and mail order houses anticipate a 7-8 percent pairage gain in sales for the first quarter. Beyond that no one is talking with any certainty.

## Ferguson Elected Head Of Dewey and Almy

Hugh S. Ferguson, executive vice president of Dewey and Almy Chemical Co., Cambridge, has been elected president and chief executive officer by the board of directors. He will take over his new offices on Jan. 1 when Bradley Dewey, president since the company was founded in 1919, retires under provisions of the company's retirement plan.



Dewey has been elected chairman of the board of directors.

Ferguson, who is 52 years old, has been with Dewey and Almy for 28 of its 34 years and has been executive vice president since 1948. A graduate of engineering administration from Massachusetts Institute of Technology, he has been active in all phases of the company's growth from a one-factory manufacturer of sealing compounds for cans and other containers into a world-wide chemical organization with seven plants in the United States and six abroad in Canada, Europe, South America and Australia.

## Glove Firm Cuts Garment Division

Fried-Ostermann Co., Milwaukee glove and mitten maker for the past 50 years, will drop its outerwear garment merchandising division on Jan. 1 and concentrate on glove production.

Richard Fried, president of the firm, announced this week that the Albert-Richard Division has been sold to Drybak Corp.

Reason for the sale of the garment division, said Fried, is that the company has in recent years found itself sold up on gloves long before the end of the selling season. Loss of thousands of dollars annually through turned-away orders has prompted the firm to concentrate on glove production.

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## COUNCIL FILES AGAINST ASHLEY-RHODES

The Tanners' Council has filed suit against the firm of Ashley-Rhodes, Louisville, Ky., for false and misrepresentative use of the term "leather" labeled on their non-leather products.

The suit was filed on Friday, Dec. 5, in Delaware Federal court. The Council's lawyers will go to Louisville for a pre-trial examination of the case by the Fair Trade Commission. Ashley-Rhodes manufactures furniture, among which are advertised "leather-top" tables which the Council claims are not genuine leather.

This is the first firm the Council is calling to legal trial before the FTC for false and misrepresentative advertising, using the term "leather" without warrant.

Though the Council at present holds a long list of such complaints, it is unlikely that each will involve court trials. Some of the companies making these non-leather products using "leather" labels in advertising have agreed to discontinue use of these labels. Others will be placed in the hands of the FTC for a ruling.

Attorneys for the Council state that for the present they do not wish to

make public the list of these products and the associated firms—"for much of the problem can be ironed out by agreement rather than by legal trial."

## Woelfel General Manager Of Burk Bros.

Promotion of George L. Woelfel to vice-president and general manager of Burk Brothers, Philadelphia tannery, has been announced by R. H. Richards, general manager of subsidiary plants for International Shoe Co. Burk Brothers is a newly acquired wholly owned subsidiary corporation of International.

Woelfel has been associated with International for 15 years. He came to the Wood River Tanneries in March of 1929, and for the past 6 years has served as business manager of the Company's operations at Wood River. Woelfel took over his new duties at Burk Brothers Dec. 1.

A. Rudolph Green, superintendent of the Wood River Tanneries, has been promoted to general manager. Green, who resides in Alton, has been with the company at Wood River since 1928. He will have full charge of the tanneries, effective Dec. 1.

## Directs Hooker Research



J. H. Bruun, who has joined Hooker Electrochemical Co. of Niagara Falls, N. Y., as director of research. Dr. Bruun will have charge of all research activities, including basic research, pilot plant development and product application. Hooker is planning to build new centralized research laboratories in the near future.

## EDWARDS AUTOMATIC EMBOSSE with Safety Device



This machine is specially designed for all styles of sock lining stamping and particularly adapted for stamping finished shoes in the packing room.

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## POPULAR PRICE SHOW

(Concluded from Page 16)

and through March, simply because of the earlier buying which had moved production schedules backward by six to eight weeks. Thus Dec. and Jan. will be full-steam-ahead output for factories, rather

than in the Feb. March period. The last quarter of 1952 is expected to set an all-time record in shoe output for the final three months of any year so far.

However, other manufacturers believe there is enough steam behind the buying to keep factories busy

right through March. With the possibility of a little dip in March and early April, production is expected to show a quick and substantial pickup into the summer season.

PPSSA officials stated, however, that "unless there is a sudden surge in consumer buying, shoe manufacturers face a possibility of a slow-down next spring. Rebuilding of low retail stocks is held partly accountable for the second half rise in output which has outstripped the pace of retail sales by a considerable margin."

But against this, chain store and mail order house shoe men as a group are planning for increases in dollar sales amounting to about five percent for the first quarter of 1953, and a unit increase of about seven percent.

It was brought out in several instances that the "retail inventory buffer" has now been lost to the manufacturer. What was meant by that is simply this. Over recent months retail inventories have been at subnormal levels. The margin of difference between normal and subnormal inventories remained as a constant prospect of needed stock. Retail inventories could go nowhere but up. With the impetus of wholesome retail sales over recent months, and, more importantly, the motivating fear of late deliveries, and anticipation of what may be a record spring business, retailers made a mass exodus to market, bringing their inventories up to normal levels.

Most manufacturers went home from the PPSSA with enough business booked for at least two months ahead. After that, it may be a brief period of anxious fingers crossed. The general feeling, however, is that all the signs are healthy. A good spring season for retailers, particularly the Easter buying, can create a wholesome level of liquid cash available to buy, plus that intangible but vital factor called "buying mood."

## Bond-Rite And Settino In Merger

Bond-Rite Combining Co., Stoughton, Mass., has been merged with J. Settino & Co., Inc., Boston shoe fabrics supplier located at 145 South St. Officers of the combined firm, which will operate as J. Settino & Co., Inc., are Edward Bock, formerly of Bond-Rite, Joseph Settino, Jack Ansin and Hy Yanko.

The merger will enable Settino to supply shoe manufacturers with backed fabrics, linings, and other materials. Edward Settino is sales manager.

## Beauty · Workability · Wearability

SMOOTH AND ELK

Side Leather

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VEGETABLE

For Linings, Bags,  
Cases, and Strap

★

RANCH TANNED  
AND  
INDIAN TANNED  
LEATHER

For Fine Casuals  
and Sport Shoes

★

Contract Tanning

## IT'S A SECRET BUT!

RANCH TANNED LEATHERS are here.

In all popular casual and sport shoe colors. SHAPED to fit the cutters block and guaranteed to produce quality shoes.

Nothing takes the place of GOOD leather. There is no substitute for quality.

*Wisconsin* LEATHER COMPANY  
1830 SO. THIRD ST. MILWAUKEE 4, WIS.

## SUEDE CALF

KID SUEDE CARR-BUCK GRAIN CALF

CARR LEATHER CO.

183 Essex St., Boston, Mass.—Tanneries at Peabody

## KORN LEATHER COMPANY

TANNERS OF

*Splits*

FOR EVERY PURPOSE

*Side Leather*

MEN'S AND WOMEN'S  
IN THE POPULAR PRICED RANGE

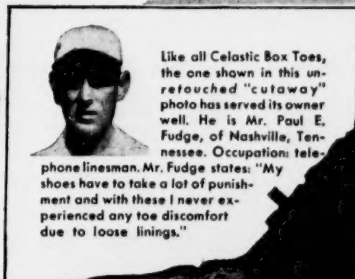
PEABODY, MASS., U. S. A.



*It's a Rugged Job*  
**BUT "CELASTIC" BOX TOES**  
 ASSURE TOE COMFORT

The wearer may not know his box toes are "Celastic" nor even that he has box toes in his shoes, but he does recognize toe comfort and pleasant toe freedom without wrinkled toe linings.

"Celastic" is designed not only for rough usage, but for every day comfort in shoes of many styles... men's, women's and children's. "Celastic" duplicates the contours of the toe of the last and forms a structural shape over the toes. Because of this "Celastic" is a measure of *quality protection* for the designer and manufacturer... a feature that builds customer loyalty for the retailer. It assures proper preservation of toe style and toe comfort, in play shoes, in street shoes... and in work shoes.



Like all Celastic Box Toes, the one shown in this unretouched "cutaway" photo has served its owner well. He is Mr. Paul E. Fudge, of Nashville, Tennessee. Occupation: tele-

phone linesman. Mr. Fudge states: "My shoes have to take a lot of punishment and with these I never experienced any toe discomfort due to loose linings."



\*Celastic is a registered trademark of the Celastic Corp.

**UNITED SHOE MACHINERY CORPORATION**  
 BOSTON, MASSACHUSETTS



• **D. J. Wrigglesworth** has been named to the newly-created position of Industrial Sales Promotion Manager of Gro-Cord Rubber Co., Lima, O., maker of soles and heels. Wrigglesworth has been associated with the firm since 1934 and has held a variety of executive positions.

• **Kenneth F. Trimble** of Milwaukee, manufacturers' agent, has announced the addition of Graton & Knight Co., Worcester, Mass., and Los Angeles Leather Co. of Los Angeles, Cal., to his list of accounts.

• **Glen E. Yoquelet**, vice president and treasurer of Auburn Rubber Co., Auburn, Ind., manufacturer of rubber shoe soles and heel materials, has been named general manager, succeeding the late David M. Sellew. Yoquelet has had long experience in the rubber and manufacturing industry and has served as assistant general manager of

the firm for several years. Auburn is now entering its 43rd year in the industry.

• **Elaine T. Norwood** has been named advertising and sales promotion manager of Parva Buckle Co., Mt. Carmel, Conn., maker of tongueless buckles for a variety of products, including shoes. Miss Norwood was formerly advertising manager for Town & Country Shoes, Inc.

• **Eleanor M. Ruddy**, fashion editor of the *Boot & Shoe Recorder*, has been elected president of Shoe Women Executives for 1953. **Ruth Kerr Fries** of the Tanners' Council Calf Leather Division is vice president, **Estelle C. Anderson** of the *Recorder* is secretary and **Naomi Sloan** of Ohio Leather Co. is treasurer.

• **Vernon C. Power** has been elected president of Feltman & Curme Shoe Stores Co., Chicago retail chain. He

succeeds Roland Feltman, who has retired. **William McCartney** was named vice president to succeed Howard J. Schneider, also retiring.

• **Sam Abrams**, president of Knomark Mfg. Co., New York, has been named chairman of the 1952 drive of the Shoe and Allied Industries Division of the Federation of Jewish Phi-



lanthropies. Richard Mch, of A. S. Beck Shoe Corp., will be associate chairman. The two men will head the industry's campaign on behalf of the Federation's current \$20 million maintenance goal for its 116 hospitals and social service institutions.

## Deaths

### John T. Ripley

... 63, shoe foreman, died Nov. 26, at Gardner General Hospital, Gardner, Mass. A veteran of the shoe manufacturing industry, he was making room foreman of Gardner Shoe Co. He was a charter member of the Gardner Lodge of Elks. Surviving are his wife and his mother.

### Charles J. Prescott

... 78, leather and shoe executive, died Dec. 2 at Fort Chambly, Montreal, Canada. A former vice president of W. H. McElwain Co., Nashua, N. H., shoe manufacturing firm, he was also a partner in Proctor Ellison Co., Boston tanner. He was former president and chairman of the board of Bennett, Inc., Cambridge, Mass., chemical manufacturer and also chairman of the board of Bennett, Ltd., in Chambly, Canada's first maker of shoe supplies. A former resident of Norwood, Mass., he was trustee for 20 years of the Norwood Hospital. He leaves his wife, Evelyn; three sons, Charles J., Jr., John L., and Gardner H.; and a daughter, Mrs. Richard S. Winslow.

(Other deaths on Page 42)

# EYELETS

THE BEST IN EYELETS AND  
EYELET SETTING MACHINES

## ATLAS TACK CO. P.

FAIRHAVEN, MASS.



<b>EAGLE</b>	<b>OTTAWA</b>
Corrected Grain	Corrected Grain
Elk Sides	Elk Sides
<b>MERICAN</b>	<b>WOLVERINE PRINTS</b>
Full Grain	Corrected Grain
Prints	
<b>HAVEN SIDES</b>	<b>ROAMER SIDES</b>
Chrome	Combination
<b>SKUFNO</b>	<b>TUFTOE</b>
<b>FLEXIBLE SPLITS</b>	

SALES OFFICES IN PRINCIPAL CITIES

**EAGLE-OTTAWA LEATHER COMPANY, GRAND HAVEN, MICH.**



# LEATHER SALES REMAIN BRISK AS PRICES HOLD FIRM

*Tanners Report Business Holding Up Surprisingly Well This Week*

## New York Market

**Upper Leather:** The main interest this week was the Popular Price Shoe Show as tanners watched the trend in shoe buying. Most manufacturers went to the Show well sold up and were unable to take any more orders for Jan.-Feb. shipment due to the excellent business they have had since the Chicago and Boston shoe shows.

Some manufacturers wrote business at the show but most were not taking orders except at advanced prices for future delivery. It was noticed that those who offered at higher levels did little business.

Leather sales this week lighter than previous weeks and this is understandable — there is need for a breather. Prices on side upper leather seem to be around 42c and down on large spread elk, 50-52c and down on combination tanned large spread, 50-54c and down on large spread patent leather.

Calf is still selling quite well, but like side leather, it has slowed down from the volume of several weeks back. Women's weight suede is listed 95c-\$1.00 and down and smooth 90-95c and down with most of the sales in the 90s and down class on suede and 85c and down on smooth.

**Sole Leather:** Tanners report that they have been enjoying a very good business in all types of sole leather over the past 7 weeks and all are well sold up. This week business has been a little slower but this is natural after an extended period of good business.

Sole leather bends of 9/10 iron selling 58-60c and 10 iron and up bends 56-58c. Light weights go up to 72c. Double rough shoulders selling at 54c when light and belting runs up to 59c. Single shoulders are much better with business reported 44c to 48c as to weight and some getting 50c and even better.

Bellies also strong with 25c for cows and 26c for steers easily obtained. Shanks 19c for hind and 14c for fore shanks. Heads at 20c.

## Sole Still Moving

Boston sole leather tanners report a good amount of business still passing this week despite anticipated slowdown expected during week of Popular Price Shoe Show in New York.

Good demand enables tanners to hold to recently increased lists. Limited supply of heavy leather contributes to this firmness. Thus 10 iron and up bends still sell for 55-57c with

## Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1951 HIGH
CALF (Men's HM)	85-1.10	85-1.05	75-95	1.18-1.35
CALF (Women's)	80-1.03	85-95	60-89	1.15-1.30
CALF SUEDE	85-1.10	85-1.05	80-95	1.30-1.40
KID (Black Glazed)	75-90	75-90	70-1.05	80-1.25
KID SUEDE	80-96	80-92	70-95	70-1.02
PATENT (Extreme)	56-60	54-58	53-80	70-86
SHEEP (Russet Linings)	18-30	17-28	16-30	20-35
KIPS (Combination)	55-58	50-57	52-56	....
EXTREMES (Combination)	54-56	47-50	50-54	....
WORK ELK (Corrected)	38-44	36-44	44-46	68-73
SOLE (Light Bends)	68-72	68-70	78-80	1.02-1.08
BELLIES	25-26	23-25	28-30	64-68
SHOULDERS (Dble. Rgh.)	50-55	50-53	58-64	93-1.02
SPLITS (Lt. Suede)	35-39	34-38	36-38	40-45
SPLITS (Finished Linings)	24-26	21-23	15-20	26-30
SPLITS (Gussets)	18-20	16-18	21-26	....
WELTING (½ x ¾)	7 ¾	7 ½	12 ½	13 ¾
LIGHT NATIVE COWS	20	18 ½	23 ½-24 ½	41

All prices quoted are the range on best selection of standard tannages using quality rawstock.



**Factory**

## SOLE LEATHERS

BENDS, BACKS, CROPS, HEADS  
SHOULDERS, BELLIES, SHANKS, Etc.

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MEN'S • WOMEN'S • BOY'S  
MISSSES' • CHILDREN'S  
IN ALL GRADES AND WEIGHTS

**Headquarters for Sole Leathers**

Complete line of leather **INSOLES**  
and leather **COUNTERS**

## ARMOUR LEATHER CO.

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*at its colorful best*

Fashionably Soft for comfort. Most Adaptable to laced moccasins and casuals . . . finest full grain you've ever seen!

SHOE SPLITS: Grain finished for mellow chrome uppers . . . Retan for soles . . .

GLOVE SPLITS: Complete price range . . . Quality always uniformly high.

Write for swatches today!

## LOS ANGELES TANNING CO.

4101 Whiteside Street  
Los Angeles 63, California

some asking 58c. The 9/10 iron variety are held at 59-60c. Medium bends at 63-65c. Light bends around 70c, although some lists are up to 72c.

#### Sole Offal Limited

A little less interest in sole leather offal this week but Boston tanners report some business still passing. Events of next couple of weeks depend a good deal upon business done at and following the Popular Show.

Less interest in steer and cow bellies at 26-27c levels heard last couple of weeks. Most sales concentrated around 25c. Single shoulders find some takers at 37-40c for lightweights. Heavies draggy with no definite price range. Heads move here and there at 17c and down. Double rough shoulders still wanted at 53c and down for lightweights. Waist belt stock a few cents higher. Fore shanks continue at 15-17c, hind shanks at 18-20c. A good deal of bargaining goes on here.

#### Calf a Bit Slower

Calf leather tanners in Boston find sales a bit slower after terrific business of past few weeks. There is still interest, particularly in the best tan-nages, for high quality shoes, but more price resistance evident in medium and lower grades. Generally, tanners hold to lists, cannot offer

much in way of concessions with raw-stock holding firm.

Better grade women's weight smooth calf still bringing 93-95c and up for top grades at premium prices. Some tanners ask up to \$1.03. However, best interest continues below 90c and down to 75c. Men's weight smooth calf sells at \$1.03-\$1.05, with top quality as high as \$1.16. Best interest here at 95c and down to 80c. Suede is tops at \$1.10, sells best at 95c down to 85c.

#### Sheep Mixed

Price resistance, more evident in sheep leathers, serves to slow down business this week. Rising cost of good pickle skins—still pegged up to \$14.00, a \$2.00 advance in past three weeks—has forced tanners to raise lists on replacement basis. Buyers not happy, threaten to leave market when they cannot afford new prices.

For most part, best business in russet linings still around 26-27c although tanners try to get a cent or two more. Shoe linings most wanted around 20c, boot linings at 26-27c. Chrome linings find business at 28c; some lists a cent or two higher. Colored vegetable linings around 25-26c.

#### Sides Active

Good demand still holds in Boston side leather market. Tanners are beginning to wonder just how long business will hold active but meantime a good deal of leather is sold. In particular, lightweight kips and extremes continue to find demand from former users of calf who have been priced out of that market. Tanners still so rushed they are having trouble with deliveries.

Prices naturally firm. Combination-tanned extremes bring 54-56c or even higher for HM weight, 53-55c for M weights. Vegetable-tanned extremes around 53-54c and down. Chrome-tanned extremes 46-47c and down. Work shoe retan 44c and below.

Combination-tanned kips — 4-4½ oz.—at 55-58c. Corrected vegetable-tanned kip sides held at 60c and down. Chrome-corrected kip sides at 58-60c for HM weight; around 56c for M weight, below 55c for LM weights.

#### Splits Firm

Boston splits tanners report market firm and fairly active. Best business in suede splits. Prices at 41c and down for lightweight suede splits in colors, 39c and down for colors. Heavyweight suede splits at 46c and below. Linings bring 25c on better volume; priced up to 30-31c. Gussets only fair up to 20c.

#### Glove Leathers Quiet

Glove manufacturers turning down orders every day. Late buyers finding it almost impossible to place any kind of order and are now offering premiums for Christmas delivery. Demand still for low priced gloves. The dollar retailers are tops. The \$3 and \$4 retailers are the grades really in demand.

Leather buying practically over for the season. Tanners sitting tight on new season prices waiting for raw skin market to settle down. It is extremely doubtful that glove manufacturers will pay any more for leather than 1952 prices. Buyers will simply retreat to the sidelines and wait out the storm if it takes six months. As usual, tanner is in the middle.

Prices today are higher in domestic and Iranian, suedes, capes and cabrettas are firm. Pigskins edging up. Price resistance potent in all lines.

#### Kid Same

Kid leather tanners of Philadelphia report little change. Black remains the dominant shade as far as suede is concerned, and is still selling fairly well. Black glazed also reported in some demand. Nothing new in colored glazed this past week, and the situation remains as it has been for the past few weeks. Also, no new developments in white glazed or suede.

Tanners say that they have no new business in slipper leathers. Linings quite active. Crushed moving along at a steady pace. For the most part satin mats reported as completely dead, but occasionally a tanner will find some business in this type of leather. This is not indicative of a sudden spurt—rather that some have a few permanent customers for this kind of leather.

#### Average prices quoted:

Suede 32c-96c  
Glazed 25c-92c  
Linings 25c-55c  
Slipper 25c-60c  
Crushed 35c-75c  
Satin Mats 69c-1.20

#### Belting Active

Belting leather tanners of Philadelphia say business is still active, with orders arriving in quantity. Bend butts selling fairly well at prices quoted last week. Shoulders also in excellent demand.

Curried shoulders also going well. Curried bend butts remain active. All local tanners have now revised

**THE OHIO LEATHER CO.**



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**Calfcolors**

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**WASHETTE**  
White and Colors

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718 Mission St.  
(Pacific Coast and Orient)

EDGAR A. HERTZ  
One Chesterfield St.,  
Mayfair, London W.1, England  
(Export Director)

Tannery and General Offices  
**GIRARD, OHIO**

their prices on curried leathers and at the present time there is very little "spread" in the quotations, with an occasional exception showing up on the lists published.

#### AVERAGE CURRIED LEATHER PRICES

Curried Belting	Best Selec.	No. 2	No. 3
Butt Bends	1.30-1.35	1.25-1.31	1.15-1.27
Centers 12"	1.61-1.64	1.52-1.55	1.39-1.45
Centers 24"	1.56-1.58	1.50-1.52	1.40-1.43
Centers 36"	1.47-1.52	1.41-1.47	1.31-1.42
Wide Sides	1.20-1.25	1.15-1.21	1.05-1.14
Narrow Sides	1.15-1.17	1.10-1.13	1.00-1.07

Premiums to be added: EX Light plus 5c; Light plus 7c; Heavy minus 5c; EX Heavy minus 5c.

#### Bag, Case and Strap Off

Tanners and distributors working on orders booked prior to the holiday and still making deliveries on these old sales. At the same time, there was a tendency for most leather producers to show more caution about making any new commitments on their various lines of finished stock due to situation in raw materials markets.

Meanwhile, prices of leather remained more or less nominal. Case leather notably unchanged at 46-48c for 2-3 ounce, 48-50c for 3-4 ounce and 50-52c for 4-5 ounce.

Grade A russet strap leather held at mostly steady levels with 4/5 ounce at 54-56c; 5/6 ounce at 56-58c; 6/7 ounce at 58-60c; 7/8 ounce at 60-62c; 8/9 ounce at 62-64c; 9/10 ounce at 65-67c and 10/11 ounce at 68-70c. B grade continues about 3c less and C grade an additional 6c less for russet. Colors quoted 2c higher and glazed 3c more over russet.

#### Work Glove Steady

Most producers of work glove splits making deliveries of leather owed to their customers who bought liberally awhile back at prices ranging up to 15c for No. 1 grade, 14c for No. 2 and 13c for No. 3 in the LM weight. Up to 16-17c still quoted in some quarters for No. 1 grade, 15-16c for No. 2 grade and 14-15c for No. 3 grade in the M weight alone.

#### Garment Leathers Slack

Sheepskin leather has moved very well at prices ranging 30-32c for best tannages, around 29c and down for good lots to 25-27c for volume tannery run lots, these prices pertaining to suede finish. Some business up to 30c for best tannages and around 26c for ordinary lots in the grain finish. Most recent business in horsehide garment leather at 36c and down even though some of the best tannages listed at 38c and down. Average basis continues around 33-34c.

#### Tanning Materials Steady

Raw Tanning Materials in fair demand and quotations are maintained at a steady level. No change in Tanning Extracts. Tanning Oils prices firm and buying interest fairly active.

#### Raw Tanning Materials

Divi Divi, Dom., 48% basis shp't. bag	\$70.00-\$72.00
Wattle bark, ton	"Fair Average" \$103.00
Sumac, 25% leaf	"Merchantable" \$100.50
Ground	\$110.00
Myrobalans, J. 1's	\$46.00
Genuine	\$48.00
Crushed, 40%	\$85.00
Valonia cups, 30-32% guaranteed	\$85.00
Valonia beads, 42% guaranteed	\$85.00
Mangrove Bark, 30% So. Am.	\$60.00
Mangrove Bark, 38% E. African	\$79.00-\$81.00

#### Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.25
Barrels, c.i.	5.10
Barrels, f.c.i.	5.42
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.i.	10.92
Bags, f.c.i.	11.65
Cutch, solid Borneo, 55% tannin, plus duty	.08%
Hemlock Extract, 25% tannin, tk. cars	.0625
f.o.b. works	.0625
bbls, c.i.	.061
Oak bark extract, 25% tannin, lb.	.061
bbls, 6 1/2-6 3/4, tks.	.061
Quebracho extract	
Solid, ord., basis 63% tannin, c.i.	11.31/64
plus duty	12.3/16
Solid clar., basis 64% tannin, c.i.	12.3/16
Liquid basis, 35% tannin, bbls.	
Ground extract	
Wattle extract, solid, c.i.	
(plus duty) East African	.11
Wattle extract, solid, c.i.	
(plus duty) East African	.11 1/2
Powdered super spruce, bags, c.i.	.05 1/4
l.c.i.	.05 1/4
Spruce extract, tks., f.o.b. wks.	.01 1/2
Myrobalan extract, solid, 55% tannin (plus duty)	.07 1/4
Myrobalan extract, powdered, 60% tannin (plus duty)	.10
Valonia extract, powdered, 62% tannin (plus duty)	.09 1/2
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin	.16%
Wattle Extract, Powdered, Swedish, 73% tannin	.15%
Powdered Spruce, spray dried, Swedish	.3%
Myrobalan, Swedish, Powdered 66-70%	.11 1/2
Oakwood, Swedish, solid, 60-62%	.11%
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid, 54-56%	.11 1/2
Larchbark, powdered, Swedish spray-dried, 58-60%	.12%

#### Tanners' Oils

Cod Oil, Nfd., loose basis, gal.	\$1.00-\$1.05
Cod, sulphonated, pure 25% moisture	.14
Cod, sulphonated, 25% added mineral	.12
Castor oil, No. 1 C.P. drs. l.c.i.	.28%
Sulphonated castor oil, 75%	.26
Linseed oil, tks., f.o.b. Minn.	.15
drums	.187-191
Neatsfoot, 20° C.T.	.32
Neatsfoot, 30° C.T.	.30
Neatsfoot, prime drums, c.i.	.16
l.c.i.	.16
Neatsfoot, sulphonated, 75%	.16 1/2-17 1/2
Olive, denatured, drs. gal.	2.10
Waterless Moellon	.16
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture	.12
Common degas	.11-12
Neutral degas	.30-31
Sulphonated Tallow, 75%	.12-13
Sulphonated Tallow, 50%	.08-09
Sponging compound	.13-14
Split Oil	.11-12
Sulphonated sperm, 25% moisture	.14-15
Petroleum Oils, 200 seconds visc., tks. f.o.b.	.17
Petroleum Oils, 150 seconds visc., tks. f.o.b.	.16
Petroleum Oils, 100 seconds visc., tks. f.o.b.	.14

## FOR POSITIVE TACK DETECTION

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Visual fluoroscopic inspection—no finger-tapping searching to locate sharp tag points. Shows entire shoe interior, shank, staples, at a glance.

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## PACKER HIDES EASIER AS BUYING DEMAND SLOWS

### Tanners Finally Back Away From Rawstock Market, Force Prices Down

#### Hide Demand Slows

The pressure of demand for big packer hides, strongly in evidence during the past month, has definitely eased. Trading following the Thanksgiving Day holiday slowed perceptibly as many tanners withdrew from the market.

Although a few selections such as light cows, heavy native and butt branded steers sold in a limited way at steady prices, the sale of heavy native cows by an outside packer at a half cent decline or 17c promoted an easier undertone in this market. Big packers admitted that the market was soft on heavy cows and early this week offered lower grubbing northern points at 17½c and grubber river points at 17c but found buyers slow to take on supplies. Most tanners were naming bids a half cent less or 17c and 16½c respectively as to production points.

Further evidence of easier undertone in branded cows. One big packer,

who usually books branded cows inside to subsidiary tanning outlet, was offering 5/6,000 on the open market at steady prices. Interest in this as well as branded steers diminished considerably. In fact, with the exception of heavy cows noted above, bids were difficult to raise at the going market for other selections.

Rumors that some light cows sold a half cent lower but believed to have been resale lots. Quite a few resale branded steers and cows sold within the past week with tanners buying because of earlier takeoff and better quality. As a result, many tanners have been able to fill requirements for the present and can afford to hold off buying until they see how leather moves at lately established higher prices for both upper and sole descriptions.

Furthermore, possibility that further advances in hides and skins might bring reconrol by OPS has caused buyers to show more caution in making new commitments.

#### Independents Easier

One Minnesota packer sold a car of about 1,300 Austin heavy native cows at 17c which, at the time, regis-

tered a half cent decline from previous sales by big packers for northern and rivers. Earlier, Packers' Ass'n. has sold 1,200 branded cows at 16c, 800 butt branded steers at 15c and 800 light native steers at 20c.

Last sale of heavy native steers by outside packers involved a car of Sioux Falls production sold by a large Iowa packer on steady basis of 17½c. Follow-up demand at these prices has been very limited.

On the Pacific Coast, one big packer late last week sold 1,650 San Francisco cows at 15½c and 1,500 light branded steers at 16c. Another big packer sold 2,000 Salt Lake hides comprised of branded cows at 15½c, butt branded steers at 14½c and Colorado steers at 13½c.

This week, a New York packer sold 9,000 southeastern light hides at steady prices of 21c for natives and 19c for brands.

#### Small Packers Softer

This market turned easier this week, tanners reducing their bid prices by ½c to 1c from previously paid prices. Most recent sales of good midwestern small packer hides in the average weights ranging from 48 to 54 lbs. within the range of 17-17½c selected fob. shipping points and a pretty good clean-up of supplies indicated on that basis. Despite this, packers came out with more offerings this week at last prices.

New offerings reflected contin-

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## HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Dec. 4	Close Nov. 26	High For Week	Low For Week	Net Change
January	17.50B	17.59B	18.30	17.60	-09
April	15.62B	15.55B	16.20	15.61	+07
July	15.40T	15.70B	16.00	15.35	-30
October	15.10B	14.85B	15.67	15.05	+25
January	14.90N	14.65N	15.35	14.95	+25
April	14.90N	14.45N			+45
Total Sales: 369 lots					

## HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago	Suspended Ceilings
Heavy native steers	17½	17½	17	18	28
Light native steers	20	20	19½	25	31½
Ex. light native steers	22	22	21½	27	34
Heavy native cows	17	17½	17½	19	19½
Light native cows	20	20	19	23½-25	31
Heavy Texas steers	15	15	14½	17	25
Butt branded steers	15	15	14½	17	25
Light Texas steers	17	17	16½	23	29½
Ex. light Texas steers	19½N	19½	18½N	25	32
Colorado steers	14	14	13½	16	24½
Branded cows	16	-16½	15½-16	20	-20½
Native bulls	11	11	8½-10½	15½	20
Branded bulls	10	10	7½-9½	14½	19
Packer calfskins	52½	52½	50	38	-38½
Packer kipskins	32	-37	31	-37	28



ued heavy production but, influenced by the slower trade and easier undertone in big packer hides, tanners were inclined to back away, naming ideas in the range of 16-16½¢. Sellers still optimistic, asking up to 17¢ for heavier hides averaging up to 60-62 lbs. However, others inclined to be more realistic, offering similar heavier hides at 16¢ on which tanners bid 15½¢ selected fob, shipping points.

Reported some small packer bulls offered at 9½¢ flat and that sellers had received a bid at 9¢.

#### Country Hides Slower

Undertone in this market was definitely easier. Offerings from country sellers decidedly more liberal and available, usually at top prices last realized.

Some very choice locker butcher hides had brought as high as 15¢ flat tr'd. fob. but more were offered at that price with intimations a half cent less would be considered. Tanners' ideas were closer to 14¢.

On regular mixed lots of country hides averaging 48-50 lbs., some buying done around 12½¢ flat tr'd. basis fob, shipping point although some sellers still held at previous trading levels ranging 13-13½¢. Buyers talked down to 9½¢ on glue hides which last brought 10¢. Country bulls last sold at 7¾¢ fob. for carload lot.

#### Calf and Kip Slower

Difficult to confirm new sales of calfskins in big packer market. Larger packers have not offered any calf of

late. While it was reported that bids were registered at 52½¢ for northern heavy and at least 50¢ for northern light calf, possible that with definite offerings from producers, higher prices might be paid. Some export inquiry for kip and overweights indicated with prices said above domestic levels.

This week, one big packer sold 4,000 southwestern (Ft. Worth) overweight kip at 32¢. Previously, the only reported activity involved 2,500 kip and 1,000 overweights from the premium point of Nashville at 45-33¢. The market for regular northern kip was more or less nominal, awaiting sales.

Big packers selling regular slunks at \$2.10 which is steady with earlier noted sales. Large hairless nominal around 75¢.

Small packer calfskins holding unchanged at around 38¢ up to 40¢ for better lots of allweights even though some sellers have asked higher prices. Small packer kip ranged 27 to 30¢. In the country market, carload lots of calf quoted at 20-21¢ and kip at 18½¢.

#### Horsehides Slacken

Some business reported in the range of \$8.00-8.50 fob, shipping points for untrimmed northern slaughterer whole hides while trimmed lots brought \$7.50-8.00 fob. Following these purchases, buyers inclined to back away from market for time being. Some operators thought the market had leveled at these prices as large tanners were inclined to mark time.

Smaller buyers confining activities

to cut stock. Fronts of large northern slaughterer description sold at \$5.75-5.85 and some sellers trying for \$6.00 or better. Regular lots of butts sold up to \$2.50-2.60 for 22" and up and some choice lots brought premiums.

#### Sheep Pelts Steady

Shearlings and clips held about steady this week. Big packers reported several sales of good quality clips at \$2.75 while No. 1 shearlings brought mostly \$2.25 for best descriptions. Scattered sales of No. 2 shearlings at \$1.50-1.55-1.60 and No. 3s at \$1.00-1.05.

Some Nov. packer lamb pelts reported sold up to \$3.75 per cwt. live-weight basis for choice westerns with natives at 25¢ less. This week, large midwestern packers offered Dec. productions. Some sellers talking up to \$4.00 for choice western due to seasonal increase in yield of wool and due to comparatively high values prevailing on slats.

Pickled skins, as previously reported, sold up to \$14.00 per dozen and some sellers have since asked \$1 to \$2 more. Some full wool dry pelts sold steady at 30-31¢ fob, Chicago.

#### Dry Sheepskins Slack

Except for occasional odd sales, trading still negligible. While there is some interest, buyers ideas generally below asking prices.

Reports from the Cape state market very strong on glovers and relatively few offers noted. Brazil cabretas firmly held at origin with offerings of regulars at \$12.50 c&f. and specials at \$17.50 c&f. Buyers' ideas usually less and trading difficult.

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Shade dried Mombasas, 120/130-lbs. offered at \$5.40 c&f., while up to \$6.00 asked for 135/140-lbs., with late trading at 25c less. Other hair sheep varieties slow.

Not much interest in shearlings for shipment due to high asking prices. A fair sized quantity of Argentine frigorifico skins, 1/2-1 1/2 inch on spot, sold at \$2.25 per skin. Occasional offerings of Capes but buyers and sellers unable to get together.

Wool sheepskins continue too high for this market and offers lacking. Some reports that while buyers and sellers are still apart on Argentine skins, the difference has narrowed following the new rates of exchange.

Australian market too high for buyers here and at the recent Melbourne auctions, new season lambs were two to four pence dearer, all other descriptions without much change.

#### Pickled Skins Broader

Trading has broadened in new season New Zealand lambs with U. S. taking available offerings. Latest sales involved 2,000 dozen "Islington" South Island lambs at 85 shillings, 1,000 dozen each "Tomoana" and "AFFCO" Southdown North Island lambs at 87 and 88 shillings, respectively, while Europe paid 88 shillings for 1,000 dozen "Tomoana" North Island lambs. Following these sales, sellers advanced their ideas and are asking up to 90 shillings for business.

Domestic market also firmer as following sales at \$14 per dozen, sellers now ask \$15 for business.

#### Reptile: Slow Down

Offerings have slowed down but, at the same time, buyers not overly anxious. Madras bark tanned whips nominally quoted at 72-74c for 4 inches up, averaging 4 1/2 inches, 70/30 selection, and skins averaging 4 3/4 inches, about 5c more, depending upon shippers. Cobras, 4 inches up, averaging 4 1/2 inches, 70/30 selection, held at 47c. Some interest for wet salted back cut Bengals but few available.

Alum tanned water snakes, 3 inches up, averaging 3 1/4 inches, 70/30 selection, held at 14-15c and buyers ideas 13c refused. Good demand for Siam ring lizards but few available. Other varieties slow as not much interest evident.

Brazil market is firm with chamelcons selling at 17 1/2c fob. Giboias also moving at 50c fob. while a lot of back cut tejus, 20/55/25 assortment, sold at 72c fob. Most shippers' ideas for new season skins 75c fob.

#### Deerskins Dormant

Offers of New Zealand continue slow and last sale for a tender at 85c fob. Brazil "jacks" slightly easier as sales made at 68-69c fob., basis importers, as to lots and further offers noted at 69-70c fob. Other varieties slow as not many offers and usually at prices above buyers ideas.

#### Pigskins Better

Selling quarters state a better feeling in the market and a few inquiries noted at prices in line with recent sales. Reports from Fulton County

state inventories are as low as they have been for some time, not only for raw stock but also leather. While offerings have been coming in, they are usually at prices above buyers views.

Para black peccaries held at \$1.60 and Manaos at \$1.70, basis manufacturers, with reports that more interest evident in these due to the strong market for Chaco carpinchos. A large quantity of Maranhao grey peccaries sold at \$1.40 and blacks at \$1.30 fob.

Bolivian grey peccaries sold at \$1.50 and blacks at \$1.30 c&f. Peruvian grey peccaries sold at \$1.90 and blacks at \$1.60 c&f. with sellers now asking more. Manaos grey peccaries held at \$1.85 and blacks at \$1.75 fob., too high for buyers. Some wet salted capivaras on spot sold at \$2.90 but most buyers ideas slightly less while dry Chaco carpinchos sold at \$3.00, both basis manufacturers.

#### Goatskin Prices

INDIA & PAKISTAN	Today	Last Month
Amritsara (1200 lbs.)	\$7 1/2-8	\$8-8 1/2
Best Patnas	Nom.	\$6.50
Mosufferpore	Nom.	\$7.00
Dinaipore	Nom.	Nom.
Dacca	\$10.50	Nom.
Calcutta Mills	Nom.	\$7.90-8
Cocanada (170/180 lbs)	\$9-9 1/2	\$8 1/2-9 1/4
Deccans (170/180 lbs.)	\$9-9 1/2	\$8 1/2-9 1/4

CHINAS	Today	Last Month
Szechuan, lbs.	Nom.	Nom.
Hankow lbs.	Nom.	Nom.
Chowching ds.	Nom.	Nom.

MOGHAS	Today	Last Month
Berberah	\$9.00	\$8 1/2-8 3/4
Hodidaha	Nom.	Nom.
Battis	\$12-12 1/2	\$12-12 1/2
Batti types	\$9 1/2-10	\$9 1/2-10
Addis-ababa	\$8.75	\$8.25

AFRICANS	Today	Last Month
Algiers	Nom.	\$9.00
Casablanca	Nom.	Nom.
Marakesh	Nom.	Nom.
Constantines	Nom.	\$10.00
Oran	Nom.	Nom.
Tangiers	\$6.75	Nom.
West Province Ex. Lts.	42c	42c
Port Elizabeth Ex. Lts.	40c	40c
Nigerians lbs.	90-96c	92-93c
Mombasa dz.	\$9.30-10	\$10-10.60

LATIN AMERICANS	Today	Last Month
Mexicans		
Matanzas, etc. (flat)	Nom.	Nom.
Oaxaca	Nom.	Nom.

Venezuelans	Today	Last Month
Barquisemetos	39-41c	40-41c
Coro	38 1/2c	38 1/2c
Maracabo	Nom.	Nom.
La Guayras	Nom.	Nom.


Colombians	Today	Last Month
Rio Hacha	Nom.	Nom.
Bogota	Nom.	Nom.

West Indies	Today	Last Month
Jamaica	Nom.	64 1/2c
Haitians	42 1/2c	41c
San Domingo	37c	37c

Brazils	Today	Last Month
Cearas	68-70c	65c
Pernambuco	69-71c	67c
Bahias	69-72c	Nom.

Argentines	Today	Last Month
Cordoba/Santiago	48c	Nom.
Pampas	37c	Nom.

Peruvians	Today	Last Month
Paytas	38 1/2c	37c
Ayacucho	41-43 1/2c	44c



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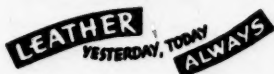
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# NEWS QUICKS

About people and happenings coast to coast

## Wisconsin

• **S. J. Brouwer Shoe Co.** of Milwaukee observed its 50th anniversary on Tuesday evening, Dec. 2, when it held a dinner for 235 employees and officers of other shoe firms. Weir Stewart, president of Marshall, Meadows & Stewart Mfg. Co. of Auburn, N. Y., was featured speaker. Presidents of shoe firms which use lasts developed by Brouwer Research Foundation, Inc., an affiliate of the shoe firm, were also present. Mrs. D. D. Hickman is president of the shoe firm.

## Ohio

• Directors of **The Bearfoot Sole Co.**, Wadsworth, have announced completion of a merger between The Bearfoot Sole Co., a Massachusetts corporation, and The Bearfoot Sole Co., an Ohio corporation. The Ohio corporation assumed all assets and liabilities of the Massachusetts corporation Nov. 1. Officers are Edwin Calvin, chairman of the board and Irl B. Calvin, president.

• Robert B. Speckman, president of **Beach Leather Co.**, Coshocton maker of fine leather advertising articles, has announced sale of his interest in the business to Kemper-Thomas Co., Cincinnati firm. Speckman is retiring at the end of the year. No other change in management or personnel is contemplated. John P. Wege, leading designer of leather goods, will be in charge of local operations.

## Michigan

• **MacManus, John & Adams, Inc.**, is now located at Bloomfield Hills, in Michigan.

## Maine

• The new factory opened recently by **Medwed Footwear Co.** and **Skow Moccasins, Inc.**, Skowhegan moccasin and loafer manufacturers, is located in Madison rather than in Waterville as previously reported. A two-story brick building totaling some 21,000 square feet, it will be operated as a division of Skow Moc-

casins, Inc., the parent company. Robert MacDonald will supervise with all purchasing in charge of William H. Toman at the Skowhegan headquarters. The new plant is expected to increase production of Skow Moccasins, Inc., from 4,800 to 7,200 pairs per day.

## Arkansas

• **Frolic Footwear, Inc.**, is now in production at its new Jonesboro plant with some 100 employees on the payroll. The company expects to have 300 workers at capacity.

## Maryland

• **Seaboard National Shoe Co.**, Baltimore juvenile footwear wholesaler, is reported to have suffered severe damage from fire which originated on the sixth floor of its building at 112-114 West Lombard St. Headquarters have been temporarily set up at 764 West Lexington St. The firm was fully covered by fire insurance.

## Illinois

• **Lambskin Products Co.**, Chicago manufacturer of polishing bonnets, sheepskin wash mittens and dusters, etc., is making plans for expansion, according to S. Stern, president of the firm. The company is seeking additional supplies of woolskins and bark and chrome sheepskins.

## New York

• **Beekman Trading Corp.** of 28 Beekman St., New York, reports it has sold its interest in **Leather & Shoe Supply Co.** The former is conducting its business independently and without limitations in the same lines as before.

• Henry Flatow is now operating under the name of **Creations by Henri Flatow, Division of Heller Shoe Mfg. Co.**, at 29 West 17th St., New York, it is reported.

• **Davis Box Toe Co.**, Wappington Falls maker of box toes, has opened a sales office at 150 Nassau St., New York City.

• The **New York Superintendents' and Foremen's Association** has mapped out a busy winter schedule. On Dec. 20, the group will hold its annual Christmas Party at the Clubhouse, 26 South Oxford St., Brooklyn. The annual installation dinner will



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	PENNSYLVANIA Harrisburg	WISCONSIN Milwaukee	OHIO Cincinnati Columbus

take place Jan. 17 at the Hotel Granada in Brooklyn. The annual visit to boxing matches will be held March 23 at the Eastern Parkway Arena in Brooklyn.

• **Thomas Cort, Ltd.** of 725 Broadway, New York, has been assigned to Irwin M. Berner of 11 Park Place and Alexander Rockmore, 345 Madison Ave.

• **Manor Made Shoes, Inc.**, Bronx, N. Y., is making plans to step up its production of infants', children's and misses' footwear to 4,500 pairs daily. The firm has taken an additional floor at its present location to meet its new production schedule.

• The Fourth Plastics Film, Sheeting and Coated Fabrics Division Conference of the **Society of the Plastics Industry, Inc.**, was held Dec. 4-5 at the Commodore Hotel, New York City. Theme of the meeting was Market Quality Vinyl Products.

• Abe Weinman of **Five Star Footwear Co.**, Long Island City maker of "Lucky Old Pals" and "Lucky Star" shoes for boys and girls, reports the firm is attempting to create a better appreciation of shoes on the part of the retailer by some novel advertising. In its latest ad aimed at retailers, they emphasize the theme "Only In Shoes Does Your Customer Get So Much For So Little" by pointing out the many separate operations and materials required in the manufacture of a single pair of quality shoes.

## Delaware

• **Amalgamated Leather Co.'s** of Wilmington announced a new line of Chlorophyll kidskin linings in all shades.

## Pennsylvania

• The 39th Annual Mid-Atlantic Shoe Show, sponsored by the Middle Atlantic Shoe Retailers and Travelers, Manufacturers and Wholesalers, will be held Jan. 31 to Feb. 4 at the Benjamin Franklin in Philadelphia. Cal. J. Mensch is show manager.

## Massachusetts

• **Andover Shoe Co.**, Lawrence footwear manufacturer, has been sold by Louis Chedekel to Sumner H. Milender and Charles H. Milender who will incorporate the business as Andover Shoe Co., Inc.

• Assignee sale of assets of **W. S.**

**Jelly, Inc.**, Lynn maker of leather toptilts, is reported to have brought a total of \$5,168.

• Officials of **Newbury Shoe Co.**, Newburyport, and **United Shoe Workers of America**, CIO, have signed a new contract providing the firm's 350 production workers with identical wage increase and fringe benefits to be granted Haverhill shoe workers in their new 1953 contract. The Newbury contract is effective Nov. 1 and expires on Dec. 31, 1954. Current Haverhill contracts expire Dec. 31, 1952.

• **Employees of Ware Shoe Corp.**, Ware, Mass., manufacturer, walked off their jobs for four hours on Nov. 26 until their demand for six paid holidays per year was granted by company management. The walkout began at 9:00 a.m. and ended at 1:00 p.m.

• Shoe factories in **Massachusetts** made nine percent more shoes in Sept. than those in New York, according to latest Census Bureau figures. Also, value of shoes shipped from Bay State plants exceeded that of Missouri plants, nearest competitor, by 18 percent.

• **Porter Shoe Co. Inc.**, Milford shoe manufacturer, was found guilty of operating its Central St. factory on Armistice Day and the case placed on file by Judge Chester F. Williams. The company now has 350 persons on its payroll.

• **Boston Novelty Shoe Corp.**, footwear wholesaler located at 171 Lincoln St., is moving Dec. 10 to 218 Pryor St., S.W., Atlanta, Ga., where it will be open for business about Dec. 15. Stanley K. Morton is president-treasurer.

• **Jonell Shoe Co.** of Lawrence, which recently purchased Pilgrim Shoe Co., reports it is operating at full-time now, making ballerinas and Capezio one-straps. About 75 workers are currently employed with production near 2,000 pairs per day. D. J. Seletsky is president and A. Gordon is treasurer.

• **Directors of Dewey and Almy Chemical Co.**, Cambridge, have voted a dividend of 15 cents a share on one dollar par common stock payable Dec. 20 to stockholders of record Dec. 10. This brings dividends for the year to 75 cents per share compared with \$1.15 in 1951. Bradley Dewey, president, reports that the board's action reflects a continuation of marked improvement in sales and profits as noted in the company's third quarter-report.

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## Canadian Notes

• Confirmation that **Corey Shoe Co.** of Montreal has been licensed to manufacture the Penaljo line of Hamilton Shoe Co., of St. Louis, Mo., U. S. A., has been given by C. P. D. Hamilton, III, president of the firm. Shoes will be made on lasts and patterns supplied by Hamilton and distributed in Canada only. Nathan Clark is in charge of sales.

• **Defense Minister Caxton** has told the Canadian Parliament in Ottawa that the Canadian shoe industry delivered 1,563,539 pairs of leather

footwear to the armed forces since April 1, 1950, with another 52,059 pairs still due. Scale of issue was four pairs per year in Korea, two pairs in Germany and one and one-half in Canada.

• Latest **nationwide survey** by the Canadian Government discloses 19,711 workers engaged in the leather boot and shoe industry on Sept. 1. Average weekly salaries rose to \$38.68 on that date from \$38.04 on Aug. 1 and \$34.73 on Sept. 1 a year ago. Average hourly earnings were 89 cents on Sept. 1, 88.7 cents on Aug. 1 and 83.3 on Sept. 1, 1951. Hours worked per week were 40.6 on Sept. 1, 40.1 on Aug. 1 and 38.0 on Sept. 1, 1951. Of the 19,711 employees in the industry, 10,992, or 55.8 percent, were men and 8,719, or 44.2 percent were

women. A year ago, the breakdown was 56.6 percent men and 43.4 percent women.

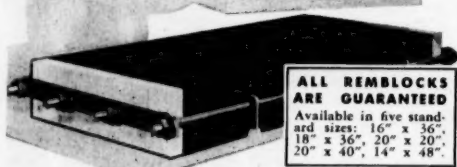
• **Lucien Hamel**, footwear merchant of Windsor Mills, Quebec, has made an assignment in bankruptcy, according to notice filed in Ottawa.

• **Sales of women's, misses' and children's shoes** in department stores across Canada increased 6.5 percent in dollar volume during the first nine months of 1952 over the same period of 1951. Men's and boys' shoe sales showed only a 2.9 percent increase for the periods.

• **Sales of shoe chain stores** in Canada during Sept. rose 4.4 percent in dollar volume compared with sales for Sept. 1951. Sales in the first nine months of 1952 were 7.9 percent greater than a year ago.

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Send us following New 5-Inch Super-Duty Remblocks and bill us at prices shown:

Size 16" x 36"	\$112.80
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## BOOKS FOR EVERYONE IN THE INDUSTRY

### Shoes—Pacemakers of Progress

By Harold R. Quimby

The complete development of shoes and their manufacture from 2000 B.C. to 1946 A.D. A liberal education to anyone in the shoe industry.

**\$6.00**

### Bank Loans to Shoe Manufacturers

By E. Morton Jennings

Leather, shoe men, students, and bankers engaged in loaning money to shoe manufacturers, should have this book. It contains a vast amount of sound financial information on markets, futures, contracts, labor, shoe machinery and distribution.

**\$3.00**

### Tanning Processes

By August C. Orthmann

This book belongs in every leather man's library. It contains usable, essential, every-day leather making procedures written by a nationally recognized authority on the chemistry and process of tanning.

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By William A. Rossi

The most hotly discussed book in the shoe industry. It covers the vital subject of foot measurements and foot types as they relate to shoes and lasts. It is "packed full" of original ideas on tomorrow's approaches to last making.

**\$2.50**

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## THE RUMPF PUBLISHING CO.

300 West Adams St.

Chicago 6, Ill.



## SHOE FASHIONS

(Continued from Page 8)

Many fads and fashions have their origins here.

**Casual Living:** This intensifying trend has of course been obvious to most makers and sellers of utility and fashion clothing articles. It assumed real force immediately following the war, has continued to build ever since.

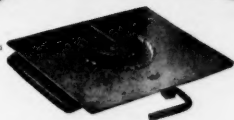
This "trend" is something to watch. It may continue to intensify, in which case footwear fashions adapted to casual living will likely take on more colorful flairs, more ornateness of pattern, more combinations of textures. Contrarily, there may be a fast shift back to conservatism in clothing, depending upon the pulse of the times.

**New Materials:** Nylon, Orlon, Dacron, Foam Rubber—these and numerous others are certain to affect footwear fashions. Note the recent and current shoe style swell to nylon mesh in men's, women's and children's shoes. Note the recent dominance of foam rubber applications to footwear and the resultant new sense of comfort. What will happen to shoe fashions if Dacron, Orlon and other new materials find special adaptations to shoes? Mesh was a "nothing" in shoes until Nylon came along. Now look.

The shoe industry has always been quite conscious of the element of constant change in shoe styling. But now it faces a much broader, deeper type of change in the making—powerful undercurrents that may well veer shoe design in a whole new direction. The entry of women's casuals in the latter part of the Thirties changed the whole course of women's shoes, to the pairage advantage of the industry. The recent entry of men's warm-weather shoes (perforated, woven, mesh, etc.) may inaugurate a similar new and advantageous era in this field.

The point we wish to make, however, is that the entry of new type shoes can succeed only if such shoes are attuned to the public mood—psychologically, sociologically, economically. These conditions were present when women's casuals, for example, were introduced. Thus, if the industry watches these shifts in living habits and public "mood," it can be better prepared to cash in on the major styling changes now in the making for the near future.

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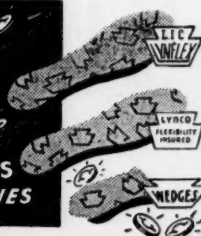
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THAT SAVE PENNIES



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# Here's the Key to '53!

*In the December 27 issue of LEATHER AND SHOES you'll learn how the industry's executives are thinking and planning for 1953 . . . you'll want to chart your sales action to meet the New Year's demands —*

**M**ore than 3,200 organizations representing every phase of the industry, from hides and skins and tanning through shoe manufacture and distribution, are being surveyed to get the over-all pattern of thinking and planning for 1953.

The results of the survey will appear in the ANNUAL REVIEW AND PREVIEW NUMBER of "Leather and Shoes" (out Dec. 27) to give the industry its key to the New Year.

How production will go; whether sales will rise, hold, or fall; whether selling costs will be up or down; what wholesalers, chains

and department stores are anticipating; what the labor outlook will be; what the trade associations are planning—these are only a few of the points the big issue will cover.

The survey and its interpretations will penetrate deeply into the industry's future, portraying how executives are thinking and planning so that all can set their course of action for a prosperous 1953.

Watch for this issue—keep it on your desk to have before you the industry's guide to action.

**. . . Advertising forms close December 13 . . .**

## LEATHER *and* SHOES

*The Magazine for Executives*

300 W. Adams St.

Chicago 6, Ill.

## "SELL" IN LEATHER

(Continued from Page 10)

oped no defense through a hard-hitting merchandising program based on branded product and preferred services which gain him a larger share of the business even on a soft or falling sales market.

Merchandising develops preference. Preference develops demand. And the aim of *all* business is to create a demand. No demand, no sale. The formula works backwards or forwards. Its key is merchandising.

He who lives by the sword shall die by the sword. And parodied: a business that lives by price shall suffer by price.

Man does not live by bread alone. Nor does a business live by price alone.

Those two aspects of prices still remain an essential lesson for many tanners to learn. We are hearing much of the leather industry's slogan of "trading up"—the contention that the public, along with manufacturers and retailers, is demanding better quality and is willing to pay a better price for it.

### Selling the Sizzle

Has the individual tanner developed a specific program to cash in on this? In most cases no. When you participate in "trading up" you merchandise the special features of your product and services directly attuned to this demand for better goods and services. Your selling consists of much more than price. You sell the sizzle along with the steak.

The best known, most respected and most demanded products became that way *through merchandising*. These products have never been sold via an "offering" at a price. These products gained their reputation and sales because a deliberate appeal was created (merchandised) for their special features. What's even more important, the buyer was made to believe that the purchase of the product and services would help him.

That's a tremendously important point in merchandising. When the buyer can be made to believe or realize that the features of a product can be made to work to his advantage, the appeal of the product is greatly enhanced. With many tanners' products this isn't usually the case. The buyer gets a fair deal as to quality and price. But what special features has the seller given the buyer to merchandise in his product? What spe-

cial merchandising service has the tanner rendered—to his own advantage and simultaneously to the buyer's? When he does create such special features and services, that's creative selling.

The tanner today faces three kinds of competition:

- (1) From other tanners.
- (2) From non-leather materials and products in the same field.
- (3) From the increasing horde of other goods and services all seeking a bigger share of the consumer dollar.

The competitive forces in each of

these fields are now more potent than ever and still growing. We won't discuss the deep wedge driven into leather's traditional markets by synthetic and other non-leather materials. That's now an old, sad story. But, incidentally, it's worthy to note that the job was done through merchandising—an excellent example of the payoff power of modern, streamlined selling.

But other forces are crashing the gates to take the tanner's business away from him. The postwar emergence of countless new products and services is taking a bite out of the

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When you have a marking problem, ask Markem about it. Send a sample of the item to be marked and details of your needs. Markem engineers have worked out practical solutions for many manufacturers. Markem Machine Company, Keene 14, N. H.

## BETTER MARKING SINCE 1911

LEATHER AND SHOES

consumer spending dollar. Established goods and services are fighting hard to retain their "traditional" share of the dollar. Some are succeeding, some aren't. The shoe and leather industry is one that isn't.

The shoe industry used to capture two cents of every consumer spending dollar. Today it's close to 1½ cents. With annual consumer spending around \$200 billions, this loss of one-half cent has cost the shoe industry \$500,000,000 in income! Leather accounts for 50 percent of the cost of a pair of leather shoes. Thus, the one-half cent loss has cost the leather industry nearly \$250,000,000!

Why this stupendous loss? Because the countless products and services bidding in competition with footwear and leather for a share of the consumer dollar have done a more effective job of merchandising, of creative selling. So long as the tanners individually fail to employ a full-fledged merchandising program directed to their customers, their sales will continue to be nibbled away.

### Traditional Mistake

Any tanner who believes that there are still "traditional" or "assured" markets for leather is gravely mistaken. For example, the belief that most shoes "must" use leather, because most non-leather materials are suitable only for "cheap" shoes. It may surprise many leather men to know that a large share of today's shoes are in the low-price field—the range receptive to non-leather materials.

For example, in women's shoes, 19 percent retail at \$4.50 and under; 43 percent at \$6 and under. In men's dress shoes, 13 percent retail at \$7.50 and under; in men's work shoes, 28 percent sell for \$4.50 and under; in boys' and youths', 13 percent retail at \$4.00 and under; in misses' and children's, 34 percent retail at \$4 and below.

Non-leather materials have entrenched themselves deeply in these markets, in some cases dominate them. In so doing, they've given a tremendously impressive lesson in modern merchandising.

But there's something enormously significant behind this. They did this job by *individual effort*. There was no cooperative promotional program. Each company devised its own merchandising program to sell its own product. Each company was as intensely competitive with each other as it was with the tanners

as a whole. But each firm concentrated on selling its own product.

The answer as to the success of this kind of individual selling is in the impressive figures of results obtained. The tanners, individually, are faced with the necessity—and the opportunity—of doing the same kind of a job.

However, even some of the tanners making a brand product have failed to do an effective selling-merchandising job; have failed to create a specific and substantial demand for it. It is not enough to create a branded product. The copyright files in Washington contain millions of commercial trade-marks, only a small fraction of which are alive and have commercial value.

The product has to be sold, merchandised. Take the celebrated case of Vici Kid. This was a trade-mark, a branded product. However, so effectively was it merchandised that to the public, and to many shoe retailers also, Vici Kid was a preferred type of kid leather rather than a trade-mark or branded product. Today, many years after the promotion terminated, millions of consumers, along with a good share of retailers and clerks, are still impressed with the name Vici Kid. It reached the pinnacle of merchandising success. It became a household term.

All right, in what ways can a tanner effectively merchandise his leather? How can he set up a merchandising program that works? How can he put together a plan of creative selling? And, most important, how can he make it pay off?

Any progressive, merchandising-minded tanner today must have a working knowledge of three things:

(1) His customer's needs — the manufacturer.

(2) His customer's customer's needs — the retailer.

(3) His customer's customer's customer's needs — the consumer.

Many tanners don't go beyond the first—and even there the knowledge isn't intimate enough. The tanner himself feels a loyalty to those suppliers who intimately understand and take an interest in his problems, instead of a primary interest in selling their products. The tanner must apply the same kind of relationship with his customer's needs—contributing ideas that will help build his customer's sales. This is the essence of all sound merchandising.

Cite the special features or characteristics of your leathers. Other than price for a given quality, what incentives does the shoe manufac-

turer have to buy *your* leathers? What, specifically, are the features of your leathers that the shoe manufacturer can merchandise to help him sell more of his products? What is there about your leathers that he can translate into sales features for his shoes? Is it just "good quality" leather, or does it have some distinctive assets that can inspire retailers and consumers to buy shoes made of that leather?

How many tanners operate a style service for shoe manufacturers? A shoe manufacturer has a heavy investment in his new lines for the coming season. He weighs every decision carefully, for the style and material of his shoes must comply closely with fashion trends in colors, clothing textures, patterns, materials, etc. The tanner that contributes to this vital information earns a buyer allegiance—especially if his new leathers are suited to fit into these new lines. In short, he's not just selling leather. He's selling leather with a positive sense of fashion direction.

Now, some 87 percent of all leather goes into shoes. Yet how many tanners or tannery executives have ever spent time in a shoe store to see how shoes are sold, how customers react? And especially to see how their leathers are handled by the salesmen and received by the consumers. Very, very few, you can be sure. Yet here, in the shoe store, is a judge and jury passing verdict over the product which the tanner has labored so hard to create. He might be amazed to see how his product fares in this realistic courtroom.

### Step-By-Step View

And how many tanners or tannery executives have ever gone through shoe factories to see the step-by-step operations? How many have a working knowledge of a shoe through the process of its manufacture? The making of this shoe may sometimes decide the fate of the leather—its reception by retailer and consumer.

The important point here is that the tanner, in his own interests, should follow the course of his leather right through to the consumer. Be sure that the makers of competitive non-leather materials do this as a matter of policy. Tanners can and should do the same. In this way the tanner acquires ideas firsthand as to how he can help the manufacturer do a more effective job in merchandising the shoes made of that leather—and thereby win the gratitude of the manufacturer.

The tanner has a fine opportunity to do a merchandising job with litera-

ture inside a shoe box—literature that describes the special features of the leather; features that add value and appeal to the shoes. This has consumer - appeal, retailer - appeal, manufacturer-appeal. It renders an educational service. And at the same time it has the element of "sell."

Help create new markets for your customers (and hence for your leathers). For example, new ideas in shoes. Market-test these ideas yourself. If they're successful, turn them over to your customers. They're not only obligated to you, but acquire increased respect for your creative ability. Companies in various industries do this with profitable success. It can also be done by tanners.

Incidentally, there's the interesting work being done by Gerry Lewis, a small but alert merchandising-minded Canadian tanner. For example, he urges the slogan, "Nature's own trademark"—meaning that the natural scars and marks in leather should not be ironed out or otherwise concealed, but should be converted into a selling feature. Some shoe manufacturers have adopted this with success.

Recently, Lewis devised a novel make-it-yourself kit of leather, with instructions showing how to put the pieces together in an hour and have

a fine pair of Indian moccasin slippers of bull shoulder leather promising long wear and comfort. Lewis made sure that his product wasn't in competition with those of his customers. Today, these kits are having a remarkable sales success in Canada, have recently been taken up by a U. S. firm for distribution here.

This is an example of the tanner creating a market for his leathers. This doesn't mean that the tanner competes with his customer, the shoe manufacturer. It means he creates ideas for his customers to sell more shoes for that customer and more leather for himself.

### Influencing Trends

If a tanner makes reptile leathers and the fashion trend is strongly toward suedes, this doesn't work in favor of reptiles. It is therefore to the interest of the reptile tanner to do everything possible to influence the trend back to reptiles. He does this, along with other producers of reptiles acting independently, by specially devised merchandising designed to influence trends. For a tanner to resign himself to ride high or low on the current fashion trend is defeatism. By a continuous, well-planned merchandising plan, he can

help to influence style trends in favor of his leathers. It's obviously his job to do so.

The tanning industry hears the constant appeal from its customers for "something new." This holds an ever-present opportunity. For example, pigskin, while hardly a "new" leather, would certainly be an innovation in the fashion field: for casual or leisure footwear; for indoor footwear; for sports and playtime wear; for children, or for older juveniles. It might have an amazing reception—if merchandised.

Tanners talk about leather and its relation to foot health. But how many tanners have ever visited a foot clinic, talked with patients and doctors, listened to footwear and foot complaints? If this were done, how much more effectively a leather could be merchandised in relation to foot health—just as leather can be more effectively merchandised if there is a more intimate understanding of the needs of manufacturers, retailers and consumers.

Tanners have a fine customer relations (and merchandising) opportunity by conducting special tours through their tanneries for executive and supervisory personnel of their customers' plants. Let's say you sell

*Quality*  *Endures*



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When you want the best in uniform quality . . . when you need fast and dependable service . . . always specify Peters' Old Line "STICTUIT" and be sure . . . its Quality Endures.

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- **MECHANICAL** ●
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- *Write, Phone, or Wire us for Quotations* ●

**MANASSE-BLOCK**  
TANNING COMPANY

BERKELEY  CALIFORNIA



the Blank Shoe Co. your leathers. You tell them of the meticulous care in processing that leather made from fine skins and with modern equipment, in addition to your testing laboratory.

Well, there's the old story of a picture being worth a thousand words. How much more effective if your customer, along with his executive and supervisory personnel, could see your plant in actual operation. Later, when he holds a piece of your finished leather in his hand he can clearly visualize its whole technological development. His respect and appreciation of your product is greatly increased. This proves not only good customer relations and good education. It's also good business.

We import 80 percent of our sheepskins, 100 percent of our goatskins, 25 percent of our calfskins, most of our reptiles, etc. Tanners take that for granted. Yet it contains merchandising dynamite—the mass appeal of the tag “imported.” Many of our domestic wines today are as good as, or better than, imported products. Yet the magic of “imported” will get the buyer's nod.

Consider the dramatic appeal of

far-off, exotic countries like China, the East Indies, India, Brazil, New Zealand, Arabia, etc.

The “imported” label has sales appeal not yet cashed in by tanners. The sources of these imports also have dramatic appeal. It sums up to a word: merchandising.

#### Repeated Impact

Now, briefly, the role of advertising in merchandising. No merchandising program is worth its salt without the repeated impact of consistent advertising. The most graphic example of this “repeated impact” is the phenomenal success achieved by non-leather materials and products competing for leather's markets. Consistent, hard-hitting advertising has played a major role in this success. It set out with a mission and has accomplished much of it: (1) to introduce a product; (2) to create identification for a brand; (3) to gain customer reception and finally acceptance; (4) to earn preference for an identified brand.

Spasmodic advertising, like spasmodic merchandising, is a spurt-and-sputter operation and gets the same

kind of results. There has to be an advertising program that is integrated into the over-all merchandising program.

Well, what does it all add up to? As I see it, the tanner is going to have to streamline his selling operations. It's going to be a movement toward creative selling, toward dramatized merchandising. The tanner is moving into an era of swift, dazzling competition—all kinds of competition aiming to get a bigger share of his customer's spending dollar. It is suicide for any tanner to assume that he will continue to manage successfully under these intensifying conditions with a business-as-usual policy.

Nothing succeeds like success. Those who have adopted modern merchandising methods—and a good number of tanners have—have brought home enlarging slabs of the bacon. One thing sure: nobody is going to sell your leather but yourself. And the most important element in any kind of “sell” today is merchandising. The tanner that uses it for all it's worth will discover that it's worth plenty in payoff value to him.

—END—

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# Greenebaum

For the over-all demand for deep-toned, aniline finishes on full-bodied combination tannage, our Vegeleen is acclaimed superior.



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UPHOLSTERY LEATHER PIECES. Sorted to your specification. Satisfaction guaranteed. Any quantity. All year round.

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WE OFFER THE FOLLOWING MACHINERY FOR SALE, F.O.B. NEW YORK CITY:

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  - 2 Parsons four foot dinkers @ \$375 each
  - 2 United sole stamping machines @ \$250 each
  - 1 Baling machine with about 300 lbs. of wire @ \$125
  - 1 heavy sole roller Quarumby & Hilliker 48" @ \$225
  - 2 United baby splitters @ \$175 each
  - 1 United 48" stripper @ \$250
  - 1 Quarumby & Hilliker stripper 60" with special built large steel table @ \$750
  - 1 old Peerless buffer, sold as is @ \$175
  - 1 very old Knock Blocker, sold as is @ \$75
- MORRIS FELDSTEIN & SON, INC., 85 Gold St., NEW YORK, 38, N. Y.

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WE OFFER complete or in part all of the equipment in our Experimental Tannery. A descriptive list will be mailed on request, or prospective buyers may visit and inspect the Lab.

S. F. Goldthwaite  
Monsanto Chemical Company  
Everett, Massachusetts

#### Tannery For Sale

DEATH OF OWNER requires sale of fully equipped small tannery in Newark, N. J. Priced for immediate sale.

Call or write—Nathan D. Bergman, C.P.A., 790 Broad St., Newark, N. J. Phone Mitchell 2-1581.

### Help Wanted

#### Experienced Finisher

WANTED for inside and outside activities by reputed manufacturer of complete line of finishes. Middle West headquarters. Please state experience in first letter which will be treated confidential. (Our staff is informed about this ad.) Write Box Y-10, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

#### H. SWOBODA & SON, Inc.

1027 N. Bodine St. Phila., Pa.  
Base Ball and Whip Leather Mfrs.

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GARMENT HORSE  
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SPECIALTIES  
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### Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Tuesday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.  
300 W. Adams St. Chicago 6

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WANTED: Leather finisher experienced with analine finishes. Must have very good "Color Eye." Good opportunity for the right man.

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FAMILIAR WITH TANNING EXTRACTS. Excellent opportunity for a young man. Reply giving education and past experience.

Address M-1.  
c/o Leather and Shoes,  
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### Representatives Wanted

WELL ESTABLISHED Importers of complete line on Tanning Extracts and Chemicals looking for representative calling on Tanneries. Attractive terms, salary and commission, or straight commission. Write with full qualifications in confidence to M-2, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.



- ✓ "RIGHT" IN QUALITY
- ✓ "RIGHT" IN COLOR
- ✓ "RIGHT" IN FASHION

Elk, Smooth, Alligator Grains ... Sides and Kips ... in staple shades, and in high colors.

Write for free Swatches

N. BREZNER & CO., INC.  
BOSTON 11, MASS. TANNERY PENACOOK N. H.

### Asst. Tanner

ASSISTANT TANNER—Good opportunity for young man with tanning background. Write giving all particulars.

Address M-3.  
c/o Leather and Shoes,  
300 W. Adams St.,  
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### Tanner

Wanted: Tanner experienced in vegetable process, handling men and equipment.

Address M-4.  
c/o Leather and Shoes,  
300 W. Adams St.,  
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### Fitting Room Foreman

ARE YOU "second man" looking for an opportunity to run department? Manufacturer of women's wools and casuals needs man with mechanical ability. Give details. Information confidential.

Grinnell Shoe Company,  
Grinnell, Iowa.

### Situations Wanted

#### Shoe Salesman

Single, versatile young man familiar with manufacture of Women's California Process, Sport and Ballerina Shoes in the popular price range, seeks to represent reputable shoe manufacturer in metropolitan New York. Also willing to travel in New England States and New Jersey.

If interested, a highly successful export department could be initiated. Highest references. Available immediately.

Write Box Z-1, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

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DRUM-TYPE CAN

**STERN CAN COMPANY, INC.**  
71 LOCUST STREET, BOSTON 25, MASS.

## Coming Events

March 1-4, 1953—Allied Shoe Products and Style Exhibit, Hotel Belmont-Plaza, New York City.

March 3-4, 1953—Showing of American Leathers for Fall and Winter, 1953. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

April 9-10, 1953—Spring Meeting of Tanners' Council of America, Inc. Boca Raton Club, Boca Raton, Fla.

April 18-22, 1953—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association in leasing St. Louis hotels.

April 26-28, 1953—Fifth Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands-Plaza Hotel, Cincinnati, O.

June 7-10, 1953—Annual Convention of American Leather Chemists' Association. Netherlands-Plaza Hotel, Cincinnati, O.

June 15-16, 1953—Annual Spring Meeting of National Hide Association. Shamrock Hotel, Houston, Texas.

August 17-19, 1953—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York City.

August 18-19, 1953—Showing of American Leathers for Spring and Summer, 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

October 22-23, 1953—Annual Fall Meeting of Tanners' Council of America, Edgewater Beach Hotel, Chicago.

Oct. 26-29, 1953—National Shoe Fair, sponsored jointly by National Shoe Manufacturers Association and National Shoe Retailers Association at the Palmer House and other Chicago hotels.

## Deaths

### Walter A. Keeler

... 65, *leather merchant*, died Sunday, Nov. 30, at his home in Quincy, Mass., after a short illness. Founder and owner of Keeler Leather Co., Inc., South St., Boston sole leather firm, he was well known throughout the New England leather and shoe industry. A native of Williamsport, Pa., he had made his home in Quincy for the past 35 years. He had been active in the leather industry for many years and was regarded as one of its most experienced observers.

He was a Mason and a member of the New England Shoe and Leather Association, The Boston Boot and Shoe Club, the Quincy Lodge of Elks and other fraternal organizations. Surviving are his wife, Elizabeth; and two sons, Daniel W., also active with the leather firm, and Robert F., both of Quincy; and three sisters. Services were held in Quincy on Dec. 3 and burial was in Mt. Wollaston Cemetery.

### John A. Miller

... 56, *research executive*, died Dec. 1 at his home in Beverly, Mass. He was a machine designer in the research department of United Shoe Machinery Corp. in Beverly and had been employed by the firm for the past 34 years. He was a past master of the Liberty Lodge of Masons and a past vice commander of Wardell American Legion Post, and active in other organizations. He leaves his wife, Harriett; two sons, John A., Jr., and Bruce W. V.; two brothers and two grandsons.

### John M. Sherwood

... 67, retired *hide inspector*, died recently at General Hospital in Kansas City, Mo. A native of Lithuania, he came to Kansas City 49 years ago and entered the hide industry. Before retirement several years ago, he was hide inspector for Central Packing Co., Inc. He leaves his wife, Josephine; three sons, Joseph G., Bernard J., and Alvin J.; a daughter, four grandchildren and one great-grandchild.

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### G. Elmer Johnston

... 56, *shoe manufacturer*, died recently in Brockville, Ont., Canada. One of Canada's best-known shoe manufacturers, he was president of Williams Shoe Ltd. of Brampton, Ont.; president of J. S. Johnston Co. and Rockford Shoes, Ltd., Brookfield, Ont.; vice president of Reward Shoes, Ltd., and Brockville Shoes, Ltd., Brockville, Ont.; Wragge Shoes, Ltd., of Preston, Ont.; Seaforth Shoes, Ltd., of Seaforth, Ont.; J. F. Blais, Ltd., and A. Soucy, Ltd., Hull, Quebec. He leaves his wife and a son.

(Other Deaths on Page 24)



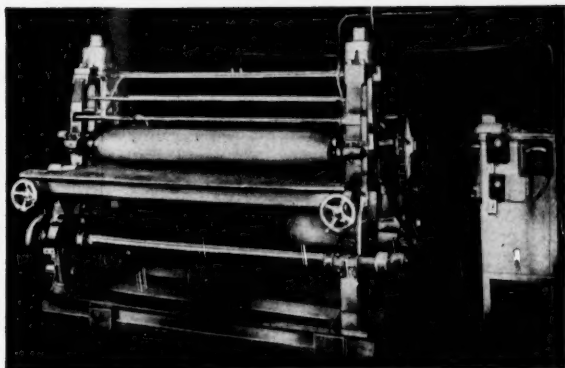
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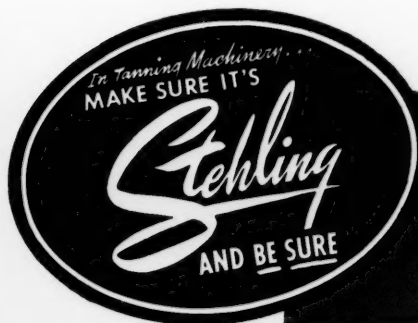
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